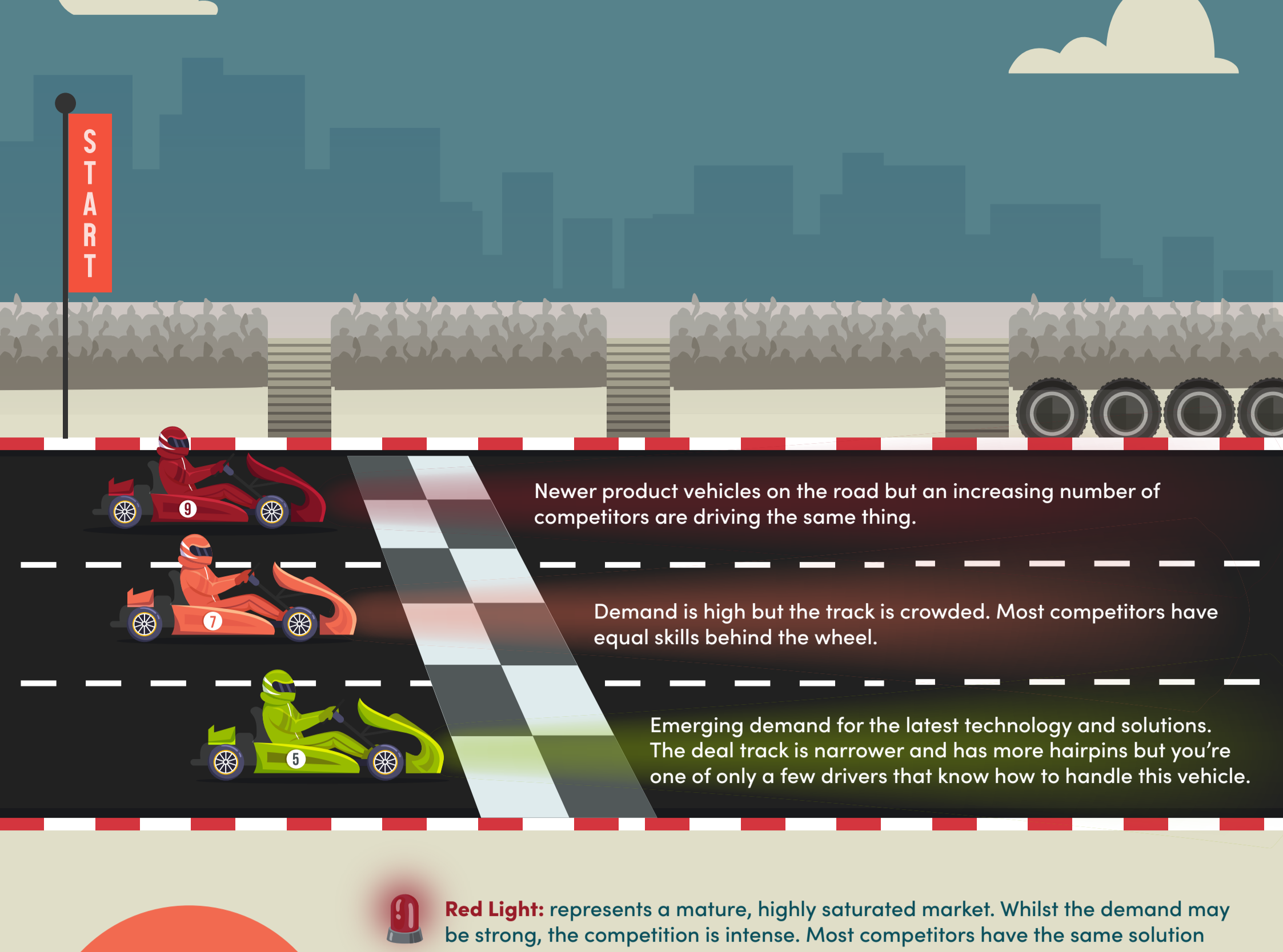


THE COMPETITIVE RACE IS ON IN BUSINESS CONTINUITY

The perception of business continuity is shifting gears. SMBs are racing ahead to invest. Partners! Are you ready to start your competitive engines?



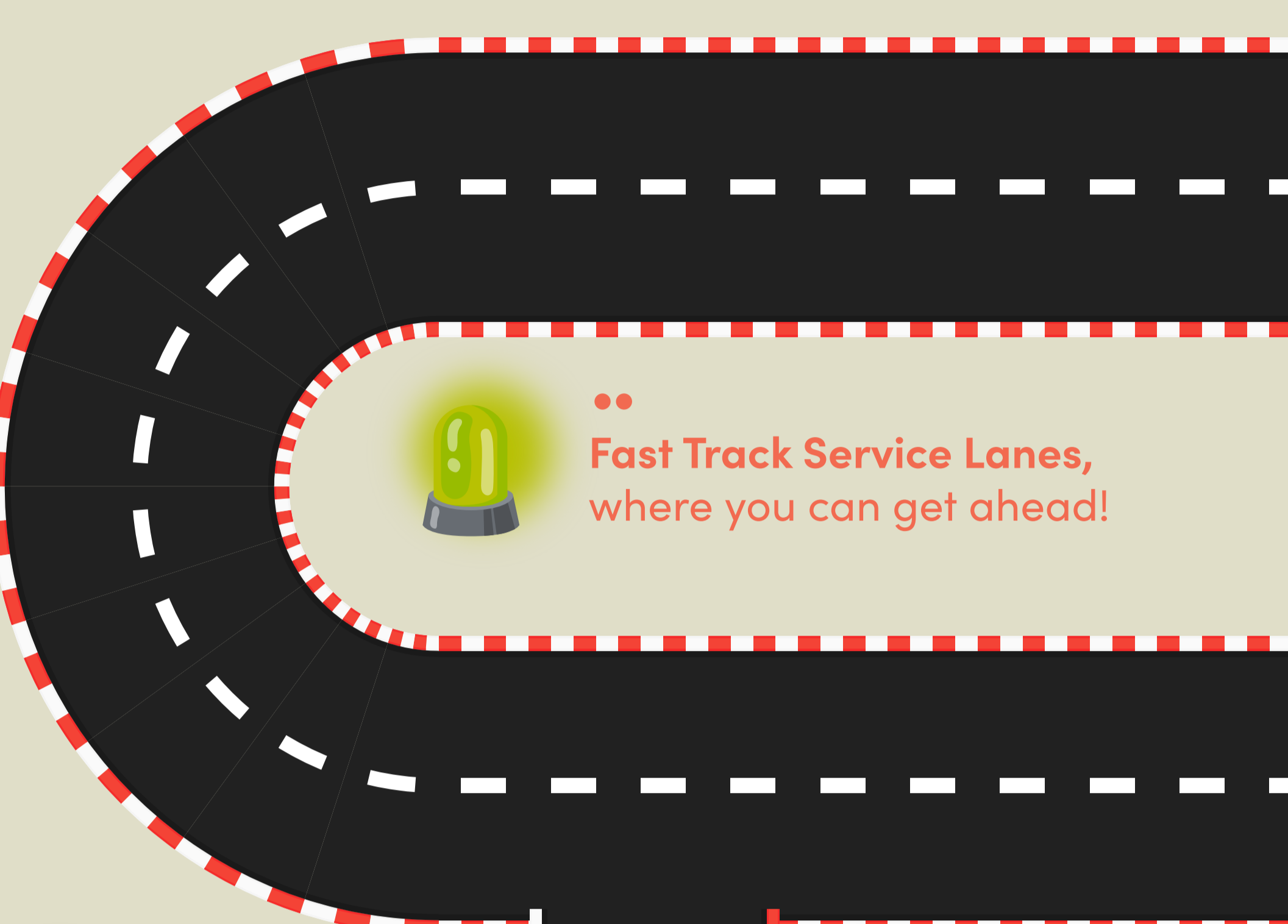
Newer product vehicles on the road but an increasing number of competitors are driving the same thing.

Demand is high but the track is crowded. Most competitors have equal skills behind the wheel.

Emerging demand for the latest technology and solutions. The deal track is narrower and has more hairpins but you're one of only a few drivers that know how to handle this vehicle.

51%
of businesses globally do not have a business continuity plan*

- Red Light:** represents a mature, highly saturated market. Whilst the demand may be strong, the competition is intense. Most competitors have the same solution capabilities, which makes it harder to compete.
- Orange Light:** represents a market that is fast becoming highly saturated. Demand is strong, there are new and emerging products, amongst the flagships brands, but getting a head start is becoming harder.
- Green Light:** represent emerging demand for new technology and solutions. There is less competition and greater profit potential. Although the deal pool may be small to start with, the green light means you will secure a market lead as the demand grows.



Fast Track Service Lanes, where you can get ahead!

#1 Enterprise Applications Backup

Backup requirements for SaaS applications such as CRM and ERP have unique requirements. Multiple entries, huge volumes of contacts, and complex fields. SaaS applications that are built on top of multiple platform services may have data interdependencies to be factored in. Business applications such as these are huge data generators, and vendors are adapting to help MSPs cover these bases.

Crayon vendors that can support you with this:

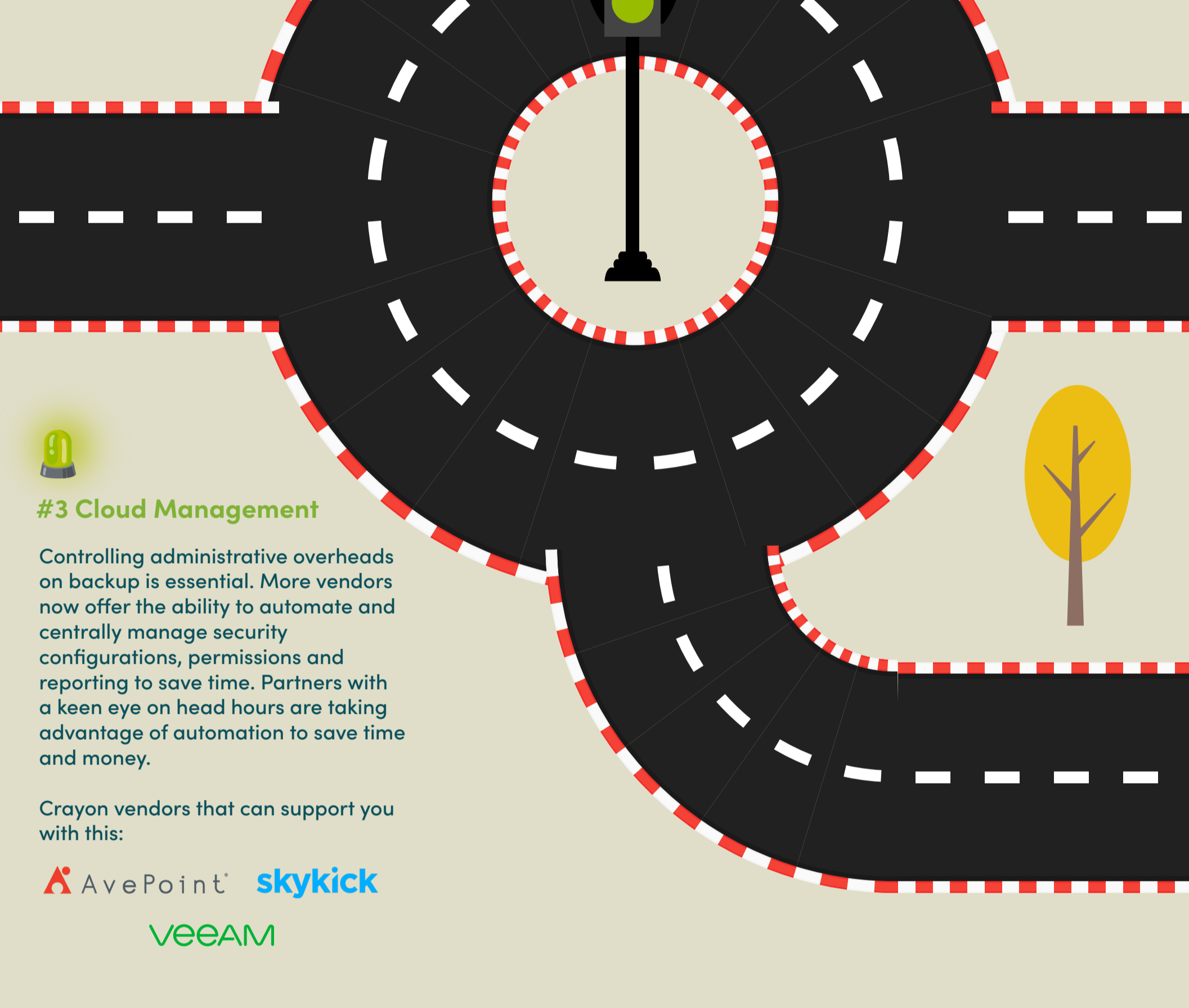
AvePoint

#2 Migration

Migration – although ubiquitous – is a green light opportunity because of the incremental value that some partners are adding to the process. Along with the standard lift-and-shift, they're making sure the data is properly sanitised and structured to travel.

Crayon vendors that can support you with this:

AvePoint **skykick**

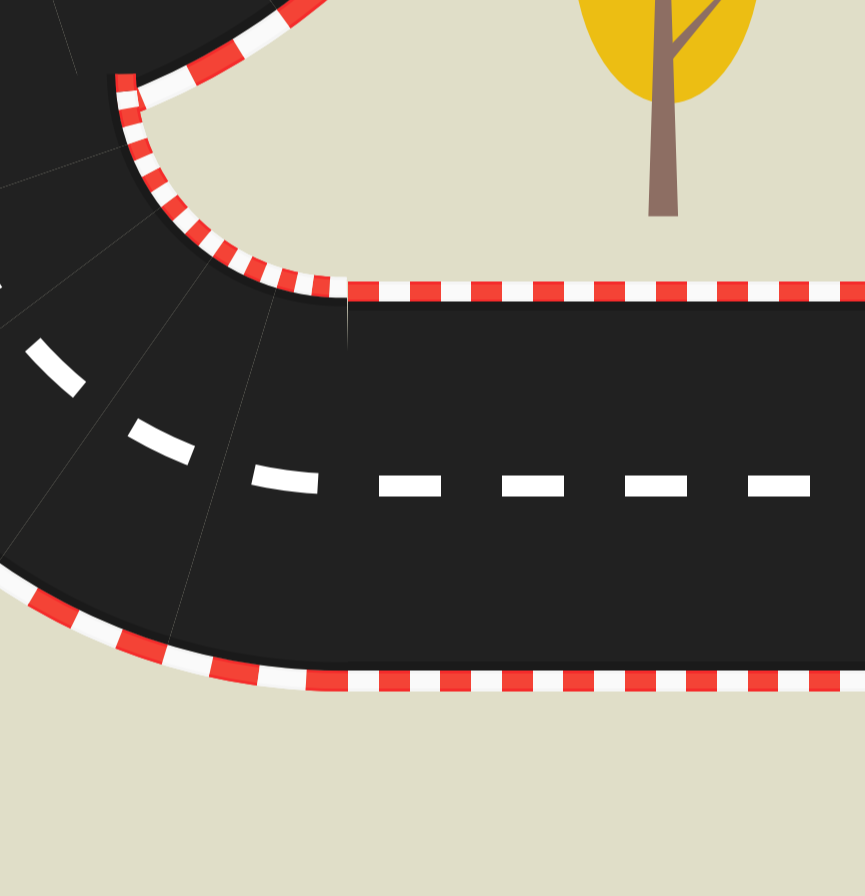


#3 Cloud Management

Controlling administrative overheads on backup is essential. More vendors now offer the ability to automate and centrally manage security configurations, permissions and reporting to save time. Partners with a keen eye on head hours are taking advantage of automation to save time and money.

Crayon vendors that can support you with this:

AvePoint **skykick**
VEEAM



Innovate to Compete: Industry Specialisation

4 Industries you could specialise in today:

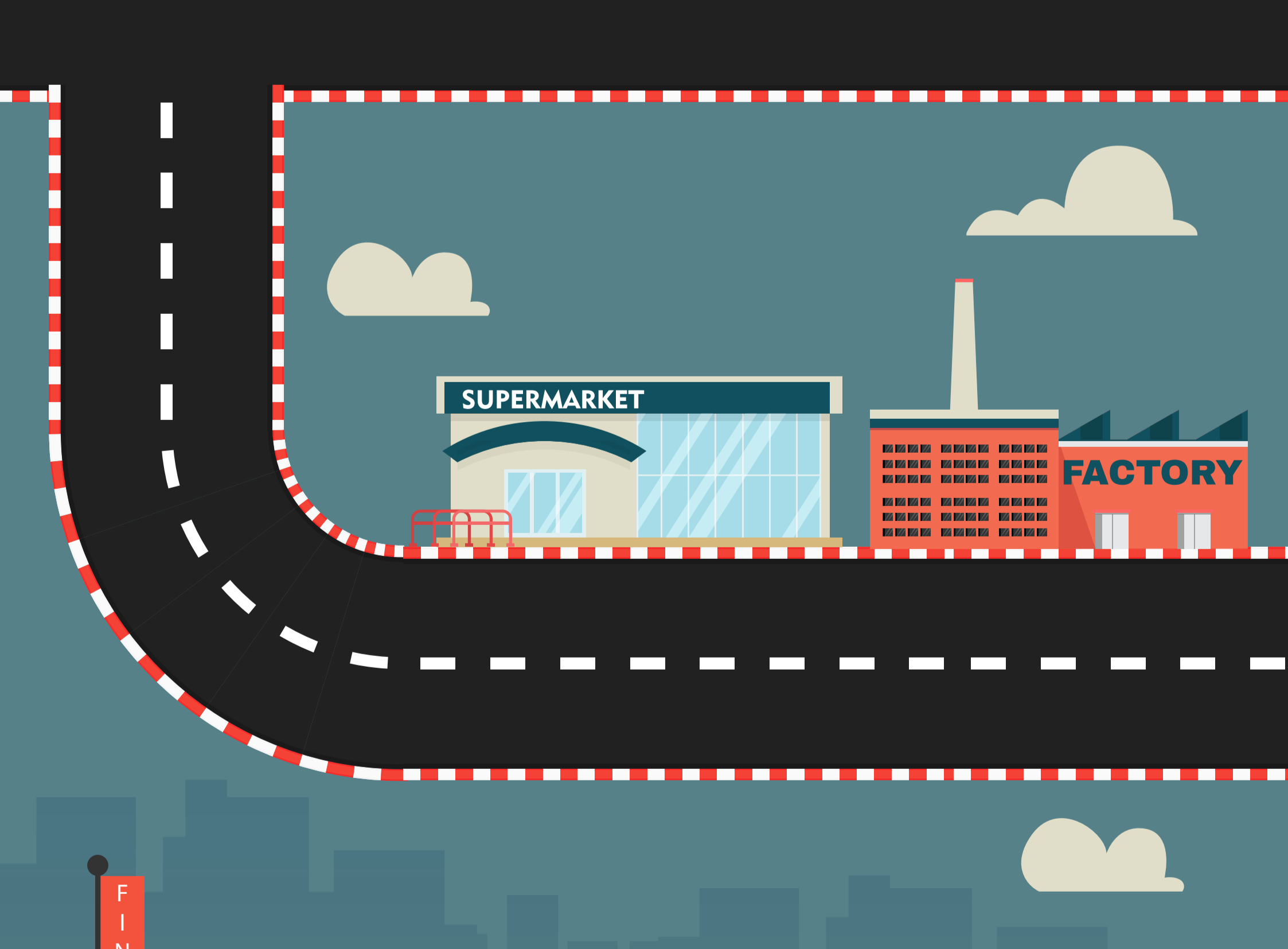
There are many platforms, software and applications that are unique to certain industries. The data they generate is often subject to regulatory controls. This means there are a range of specific considerations that have to be factored into their data backup and protection strategies and solutions.

Our fastest growing partners in the business continuity space have indicated that the best way to achieve fast growth is to differentiate yourself by servicing a wider range of more sophisticated workloads**

Specialising within one industry or even one of the core applications that is only used within that industry can help you to develop a competitive niche. As deep subject matter experts in data backup, protection and recovery for discrete applications, partners have more opportunity to develop innovative solutions that could also be applied to others in the same industry.

Fast growth partners are known for being the best-of-the-best in their field, instead of being one of many backup generalists. This accelerates competitiveness and pulls their businesses ahead of the pack.

53%
of SMB's have indicated that they plan to invest into business continuity solutions in next 12 – 24 months.***
Is your business ready?



*Business Continuity Statistics You Need to Know (invenioit.com)
**IBRS Research, High Performance, Fast Growth.
***The Future of Operations: Maximize the Value of Cloud with a Strategic Mindset: A Forrester Consulting Study Commissioned by rtiptv, December 2022