

Selecting the Right
BCDR Solution

Introduction

A proactive business continuity and disaster recovery (BCDR) plan is critical to the health and survival of small-to-medium sized businesses (SMBs). According to the [U.S. Bureau of Labor](#), 93 percent of companies that experience significant data loss are out of business within just five years, and 80 percent fail within only a year. Despite these risks, the [U.S. National Archives and Records Administration](#) reports that 58 percent of SMBs are not prepared for data loss.

[IDC Research](#) says companies need a backup strategy for applications, files/folders and Microsoft Office 365. Without these safeguards in place, businesses are exposing themselves to risks like cyber-attacks, including ransomware and phishing scams, accidental loss of data through human error, lack of data control, compliance exposures and threats to business continuity. Despite the need for BCDR, less than 80 percent of managed service providers (MSPs) sell these business-saving solutions.

That means there's a huge opportunity for MSPs who can deliver BCDR. It also means the MSPs smart enough to include it in their stack must choose wisely for true business continuity. Two leaders in the industry are Axcient and Datto. Keep reading to see how these two vendors measure up to each other over some critical capabilities.



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“ 10/10, I recommend Replibit to anyone in IT.

Support can be reached via email or a web interface, and always respond quickly. Critical Tickets get oncall techs to you within minutes, BEST CUSTOMER SERVICE AROUND. ConnectWise Integration, cloud redundancy, & unchained backups! Easy to setup, configure, and use, with a lot of options I wouldn't have considered when I first took over the backup management at our office. The most recent updates have added several great and extremely useful features, and the reliability is OUT OF THIS WORLD.”

– Jonathan C., NOC Analyst

Comparison of BCDR Critical Capabilities with Leading Providers

CRITICAL CAPABILITY	AXCIENT	DATTO
Price and TCO	<ul style="list-style-type: none"> ✓ Competitive pricing ✓ No minimum term ✓ 1.4x storage to data required ✓ Unlimited storage and retention ✓ “BYOD” (Bring Your Own Device) 	<ul style="list-style-type: none"> ✓ 65% higher pricing ✓ 1-3 year term commitment ✓ 2x storage to data required ✓ Limited storage and retention ✓ No “BYOD” option
Technology and Security	<ul style="list-style-type: none"> ✓ Chain-free ✓ Private vault supported ✓ BootVM check with AutoVerify ✓ No reboot required with updates ✓ ‘A’ risk rating by SecurityScorecard ✓ AirGap safety archive 	<ul style="list-style-type: none"> ✓ Inverse-chain ✓ No private vault ✓ BootVM check ✓ Reboots required with updates ✓ ‘B’ risk rating by SecurityScorecard ✓ No safety archive
RPO and RTO	<ul style="list-style-type: none"> ✓ 15-minute RPO ✓ 1-hour RTO ✓ 1-hour cloud RTO 	<ul style="list-style-type: none"> ✓ 15-minute RPO ✓ 1-hour RTO * ✓ 1-hour cloud RTO
Service and Support	<ul style="list-style-type: none"> ✓ 24/7/365 support ✓ Partner Enablement Portal ✓ MDF available ✓ Partner Success team ✓ Channel only 	<ul style="list-style-type: none"> ✓ 24/7/365 support ✓ Partner Enablement Portal ✓ MDF available ✓ Partner Success team ✓ Channel only**

* 1-hour RTO not possible on Alto.

** Datto also sells direct with Backupify.

Price and Total Cost of Ownership (TCO)

Axcient is currently the only BCDR vendor offering MSPs unlimited storage in the Axcient Cloud, and with only six SKUs, they’re keeping billing simple. Axcient also has one of the fastest overall industry recovery time objectives (RTOs) with near instant boot capability in the Axcient Cloud. Additionally, Axcient’s new hardware appliances now include hot-swap drives and Intelligent Platform Management Interfaces (IPMIs) on the most popular units, thereby reducing tech service calls for MSPs.

Datto’s pricing structure and TCO is pretty traditional. Without unlimited storage options, MSPs pay higher storage overhead costs, and must buy bigger hard drives or more hard drives. Forced higher costs make Datto the more expensive, and thus least desirable choice here. In addition, Datto often requires 1 or 3-year contracts locking MSPs in and reducing flexibility.

Critical category winner: Axcient

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“All In” on 1 platform.

As an MSP we all have a lot of vendors and solutions to manage. Working with a vendor like Axcient has given us the confidence to go “all in” on 1 platform. 100% of our clients are on-board. Replibit is a fantastic technical product, and Axcient is a team of superb caring people who know how to help. Chain-Free technology unshackles us from dependency on every backup being perfect. The speed of backups is outstanding. Hardware independence: we use a mix of their appliances plus our own (BYO-Server). Cloud recovery options—Excellent support—AutoVerify takes much of the pain out of daily monitoring—MSP-friendly Pricing & Pricing Models are a huge plus! It’s Linux based so no Windows license required for the appliance!”

– Robert C., COO & Co-Founder

Technology and Security

While Datto continues to rely on legacy tools like chain-based backup, Axcient provides the industry’s only **Chain-Free** image backup solution. This is important because products reliant on chains can take a long time to backup and waste a lot of storage meeting data retention requirements.

With chain-based backup, all your data needs to be backed up and then replicated to the cloud. Then, to be efficient, only incremental backups are taken and each forward incremental backup requires the previous incremental backup. This works fine until you encounter silent data corruption or a malware infection that causes data corruption or loss. In that case, because all the backups are dependent on the previous chain, a whole new chain must be started with another full backup. Additionally, the cloud will need to be re-seeded and that can take days.

Another unique capability Axcient provides is **AutoVerify**, which gives validation of the recoverability of the backup snapshots of your protected servers. MSP’s get in-depth daily proof of the recoverability of their backups which gives clients peace of mind and confidence in the solution. AutoVerify can detect common problems that may lead to more damage if discovered during recovery, including bad windows updates or malware causing unbootable systems, incomplete backups and corrupt backups. Most importantly Axcient offers **AirGap** which separates requests to delete data from the actual mechanics of data deletion. This capability and safety archive are absolutely critical to protect MSPs and their clients in the event of ransomware. More and more MSPs are targeted and compromised by attackers potentially putting the MSP out of business. In this case Axcient can be the security last-line-of-defense for MSPs and ensure client data is always protected and recoverable.

Modern technology that improves productivity and protection, along with daily value for your clients wins this category.

Critical Category Winner: Axcient



RPO and RTO

Recovery point objective, or RPO, is the maximum period of time allowed in a [disaster recovery plan](#) in which data might be lost and unrecoverable. Backups can be set at different intervals. So, a backup that occurs once a day can lose an entire day's data and has an RPO of one day. A backup that occurs every 15 minutes can only lose 15 minutes of data and has an RPO of 15 minutes.

Recovery time objective, or RTO, is the maximum period of time allowed in a disaster recovery plan between when critical network functions cease, and when they are restored. If you're not using applications and associated configurations, settings, drivers, etc. – which some clients do attempting to cut costs – you actually risk a longer RTO with higher costs. Be sure to discuss the full business continuity plan, including cost, time and productivity needs, when considering a vendor.

Axcient and Datto have comparable RPO and RTO.

Service and Support

Both Axcient and Datto provide 24/7/365 support, as well as other MSP-specific resources including a Partner Enablement Portal, Marketing Development Funds (MDF) and a Partner Success Team. It's important for MSPs to have this kind of support so you can grow your business.

Since MSPs are resellers, it's critical they work with vendors who are available and responsive to the MSP's Service Level Agreement (SLA). Additionally, vendors should help their partners add new clients and expand their margins with [marketing opportunities](#), events and campaigns.

With essentially the same service and support tools, it's another tie.

The Results

Both Axcient and Datto are good solutions. They offer nearly the same RPO and RTO, both of which are competitive, and their service and support resources are available when you need them. However, Axcient is not only leading this race, but the entire industry with overall backup technology and TCO.

The categories where Axcient outperforms Datto are the most critical for protecting your clients' business, and your business. In-house innovation, a narrow focus on the channel, and constant improvements to make BCDR available, affordable and valuable make Axcient the leader in business availability and cloud solutions for MSPs.

In fact, Axcient recently launched Axcient x360, a converged backup platform offering MSPs one experience for all their products and services. The new platform provides Single Sign-On (SSO) and a common user experience for MSPs to manage Microsoft 365 backup, secure sync and share, and business continuity and disaster recovery (BCDR).

See how Axcient compares to your current solution with a free 14-day trial – no credit card required.

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When Datto moved from backup and got into a lot of other things, they seemed to have lost their focus and it was concerning. It definitely changed their corporate culture and as they moved away from their core focus, it diluted their ability to serve their MSP client base.”

– Brian McCaerty, Chief Technical Officer of Automation Concepts & Technologies, Inc.

ABOUT AXCIENT:

Axcient x360 is the proven business continuity and cloud migration solution for Managed Service Providers (MSPs). The Axcient x360 platform includes Replikit, BRC, CloudFinder, Anchor, Fusion, and the Axcient Cloud. MSPs and their clients depend on us to protect their data and ensure business continuity in the event of security breaches, human error, and natural disasters. Our focus on partner experience has resulted in more than 3,000 MSP customers throughout the world.

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