

ENSURE **RESILIENCY** AGAINST CYBER THREATS

OVERVIEW

Assured Data Protection is a global data backup, business continuity, disaster recovery and threat detection managed service provider. With more than 100 years of combined industry experience, Assured delivers scalable solutions to customers, MSPs and resellers in more than 40 countries worldwide to achieve 50% faster backups, reduce data center footprints by up to 80% and cut the time internal IT staff spend on data protection and management.

With headquarters in the U.S. and U.K., our dedicated team provides 24/7/365 support worldwide to ensure customers can protect, detect and recover critical data and operations with minimum downtime. Assured's managed services solution is built on the Rubrik cloud data management, extended threat detection and response, and our ProtectView management platform to ensure resiliency against data loss, natural disasters and cyber-attacks.

SERVICES SOLD

- Managed Backup as a Service (BaaS)
- Threat Detection as a Service (xDR)
- Disaster Recovery as a Service (DRaaS)
- Rubrik SaaS
- Secure Rubrik Replication/Archive
- M365 Protection
- Microsoft Dynamix Backup
- Salesforce.com Backup (SFDC)
- Hyperscale Cloud Backup (Azure, AWS, GCP)
- Archive Solutions
- Kubernetes Backup

ELEVATOR PITCH

Assured Data Protection is Rubrik's oldest and largest Managed Service Providers (MSP) ensuring cyber resiliency and business continuity by providing Rubrik as a service on customer premises, and leveraging out multi-tenant instances across the globe. We specialize in geographically distributed data, across multiple remote locations as an extension of our customers IT department. We serve all verticals and can scale from 2TB on up.

KEY FEATURES AND DIFFERENTIATORS

- Proprietary ProtectView technology enables customers to manage, monitor, and report on the entire Rubrik estate
- Object storage options available including cloud based solutions with geolocations, physical devices within Assured environment, and air gap solutions
- Operationalize Rubrik and deploy the solution on customer premises
- CapEx, OpEx, and Hybrid models for more flexible consumption options
- Access to a 24/7 global support 365 days a year with daily reporting
- Rubrik on-premises with offsite replication and long term archive to Assured-hosted object storage
- Enterprise-grade DRaaS at a fraction of the cost of traditional DR solutions
- Secure virtual desktop access to DR environments to keep operations up and running in the event of a disaster
- Public Cloud Backup – Azure / AWS / GCP backed up to Rubrik in their own secure data centers
- All-inclusive consumption pricing based on use
- Certifications and Attestations (SSAE 16 Type II, ISO 27001, Cloud Security Alliance STAR Registry). We hold ISO 9000-1, 27000-1, and CJIS (State of Colorado). Our Equinix DC facility is SOC I/SOC II certified
- Compliance Standards (PCI, FERPA, HIPAA, etc.) We provide the underlying infrastructure to help customers meet their PCI, HIPAA, compliance needs

SILVER BULLETS

- Assured Data Protection continuously monitors your immutable backups 24/7/365 insuring business continuity, so business's never have to pay the ransom
- Improved Recovery Time Objective (RTO) and Recovery Point Objective (RPO) by leveraging Rubrik Live Mount capabilities and Assured Rubrik Cloud
- 99% Customer Retention Rate

IDEAL CUSTOMER PROFILE

- Organizations who want to embrace the economic benefits and agility of cloud and virtual IT.
- Businesses looking to combine centralized backup, recovery, replication, and archive into a single fabric, to save money and resources while delivering improved functionality.
- Companies with over 2TB up to multiple PB'S of data who are looking to outsource BU and DR or need help with monitoring/reporting their Rubrik environment.

QUALIFYING AND TECHNICAL QUESTION

1. Do you have a ransomware remediation plan?
2. Do you have anything in place to recover quickly from a cyber attack? (Would you know where to recovery from?)
3. Are you able to successfully perform regular DR testing exercises?
4. Do you have a Business Continuity strategy?
5. What is your current cloud strategy?
6. How many hours a day/week are you currently spending maintaining backups?
7. How do you want to consume your technology, as a capital or an operational expense?
8. Do you currently employ a managed service in your IT infrastructure?

OBJECTION / REBUTTAL

Q: WHY DO I NEED A MANAGED DATA PROTECTION SERVICE?

A: Data is now one of the most important assets for any organization, and is now being targeted directly by cyber criminals, and also may be vulnerable due to employee mistakes or natural disasters. Ensuring that your data is not only safe, but that you are able to recover quickly in the event of a failure is paramount to keeping your business up and running.

With over 100 years of cumulative experience in the data protection industry and recipient of multiple industry awards (including Rubrik's 2022 Partner of the Year), we have staked our expertise and reputation as the best hidden gem in the industry providing MSP exclusively with Rubrik.

Q: WE JUST RENEWED OUR BACKUP SUPPORT CONTRACT AND PURCHASED MORE STORAGE FOR IT LAST YEAR.

A: Understood. Here's what I suggest; let us show you a live demo of the product so you can see the benefits. Then we can estimate the TCO for all the annual expenses you will incur over the next 3-5 years for your existing solution and compare that to the cost of our solution. If the value and savings are there, you could always consider our OpEx model or at least you will have gained valuable knowledge for a future project.

Q: HOW DO YOUR PRICING MODELS WORK?

A: The first thing we should do is look at the amount of data you have. We can then look at the cost based on the scope of the solution. Typically though Rubrik usually saves you 30%-50% compared to the TCO of a traditional backup solution. With a 36 month contract, we can offer an Opex model to alleviate the pain of upfront costs. We also offer a hybrid Capex/Opex solution to allow for flexibility.

assured
data protection

www.assured-dp.com

**READY TO GROW
GROW YOUR
BUSINESS?**

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