



TL;DR SERIES

Episode 12:

MSP Playbook: Easier Backup, Bigger Savings

HOSTED BY



Sebastian Straub

Principal Solutions Architect



Alon Maimoni

Chief Revenue Officer



Why now is a growth opportunity ↓

Data explosion

Exponentially scaling data +
complex backup requirements

Threat escalation

60% increase in attacks since
2022 + average recovery cost
exceeds \$4.5M

Industry vulnerability

Healthcare, financial services, and
manufacturing facing targeted
attacks with critical impacts

Compliance/retention

Stringent regulatory requirements
driving costly long-term data
retention needs

Cloud complexity

The future is cross-cloud or multi-
cloud and organizations are not at
all prepared

IT team burnout

Teams need trusted advisors who
can educate, implement, and
provide ongoing support

And growth is predicted to continue ↓

\$15-20B

ESTIMATED GLOBAL MSP BACKUP &
RECOVERY MARKET IN 2028, UP
FROM CURRENT \$8B

25-30%

REDUCTION IN OVERALL IT COSTS
CITED BECAUSE OF MSPS

60%

RESPONDENTS SAID CYBER THREATS
LED THEM TO PARTNER WITH AN MSP

22-25%

EXPECTED GROWTH OF CLOUD BACKUP
& RECOVERY SERVICES FROM 2021-2025

35%

OF NEW BDR SERVICE ADOPTION COMES
FROM COMPLIANCE REQUIREMENTS

Now let's talk the top 6 ways to...



**DRIVE MORE
OPPORTUNITY**



**ENHANCE YOUR
OFFERING**



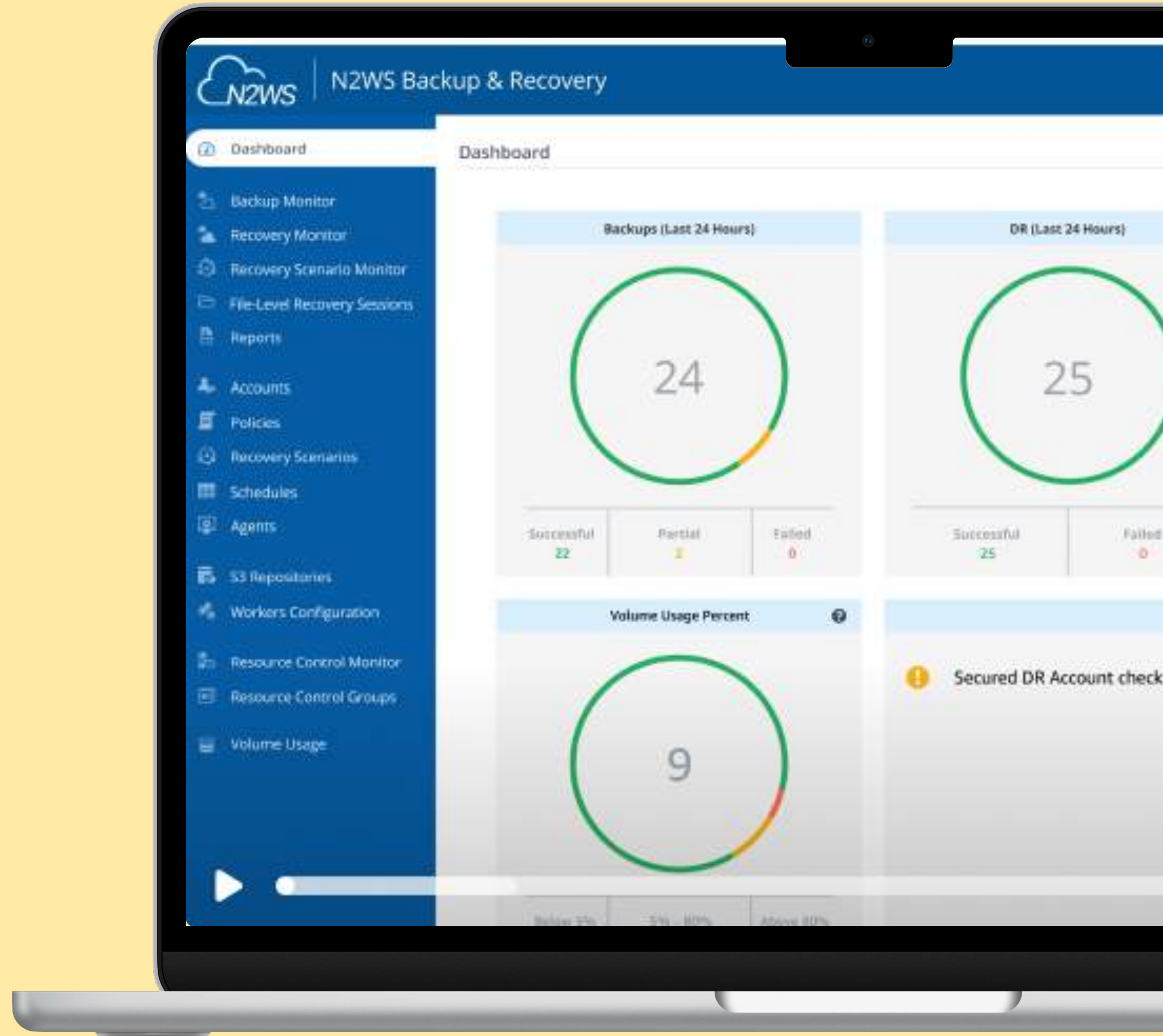
**BECOME
INDISPENSIBLE**



1: Efficient Onboarding

- ✓ Granular, automated backup from day 1
- ✓ Intelligent backup policy creation (ZERO manual configuration)
- ✓ NO bulk data import saves time and minimizes mistakes (which often plague competitive solutions)

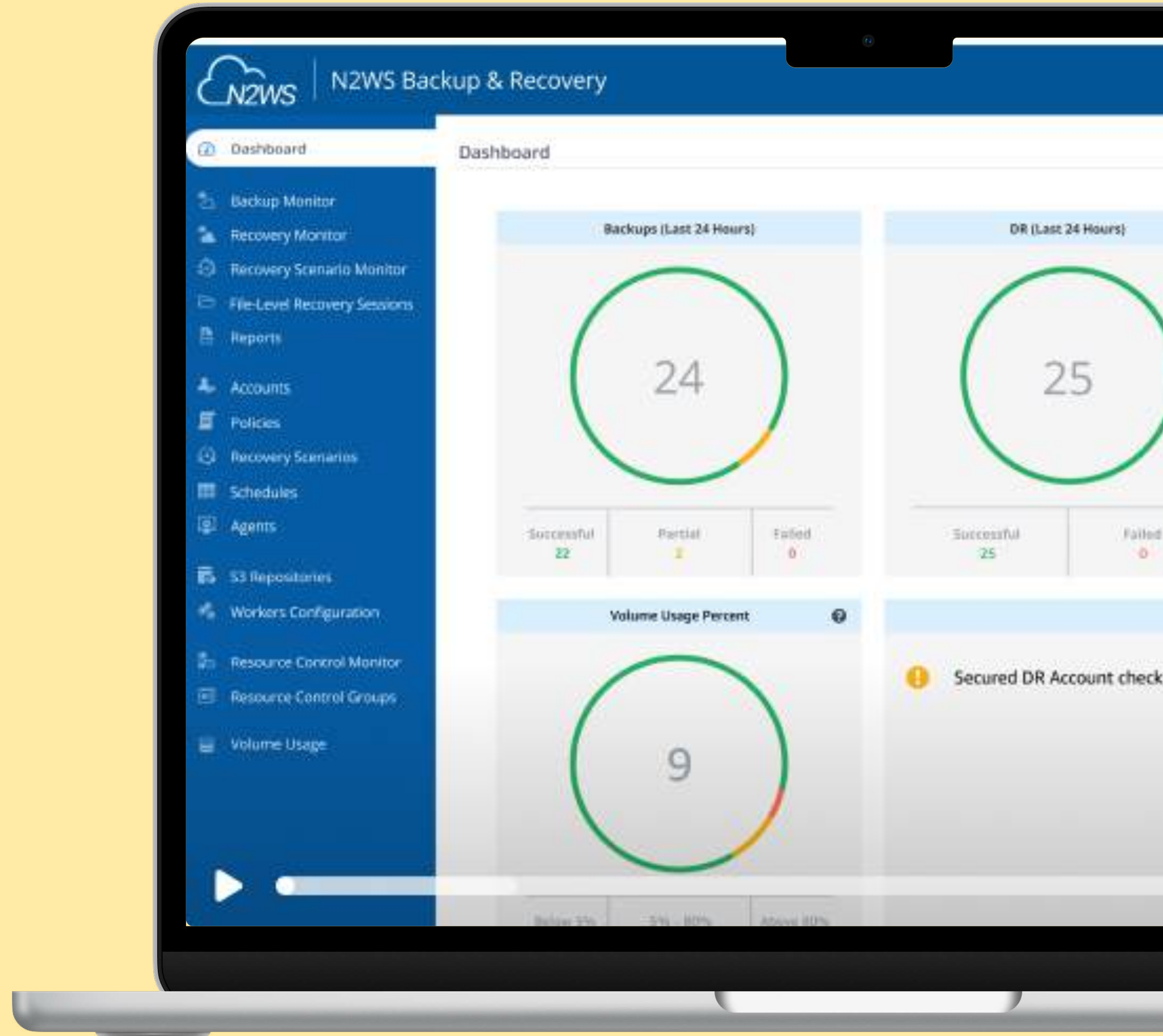
Bottom line? Faster time-to-value delivers quicker satisfaction and revenue growth



2: Ransomware protection

- ✓ Complete DR retention separation from production backups
- ✓ Layered immutability for impenetrable backups
- ✓ N2W has suffered ZERO breaches (IaaS limits their attack surface unlike SaaS)

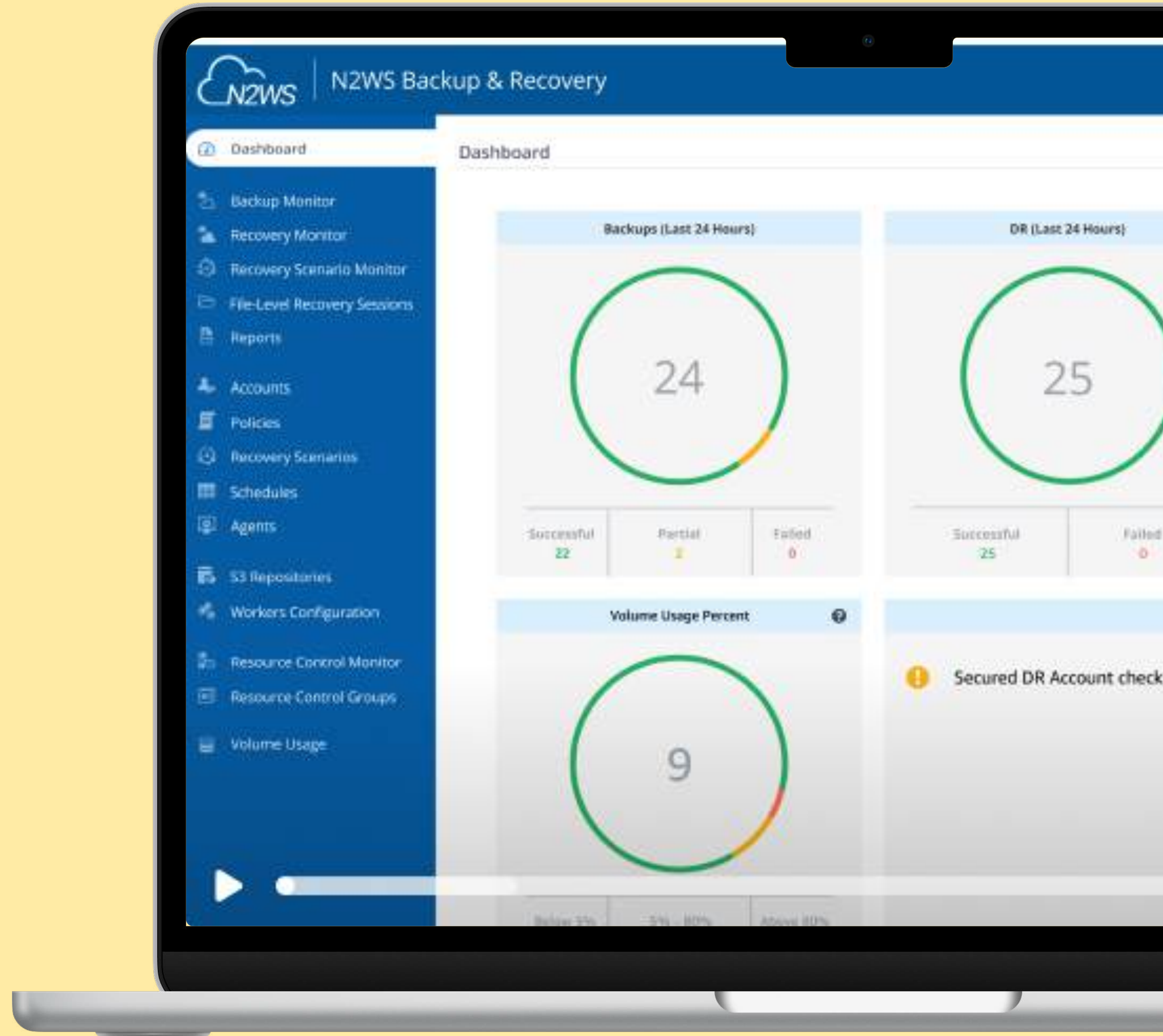
Bottom line? N2W customers don't negotiate—they instantly recover.



3: True multi-tenancy

- ✓ The ability to fully separate customer environments without any workarounds
- ✓ Simple and intuitive UI allowing easy centralized management of all customers
- ✓ Customer independence - let customers benefit from the easy-to-use dedicated console to access their own resources

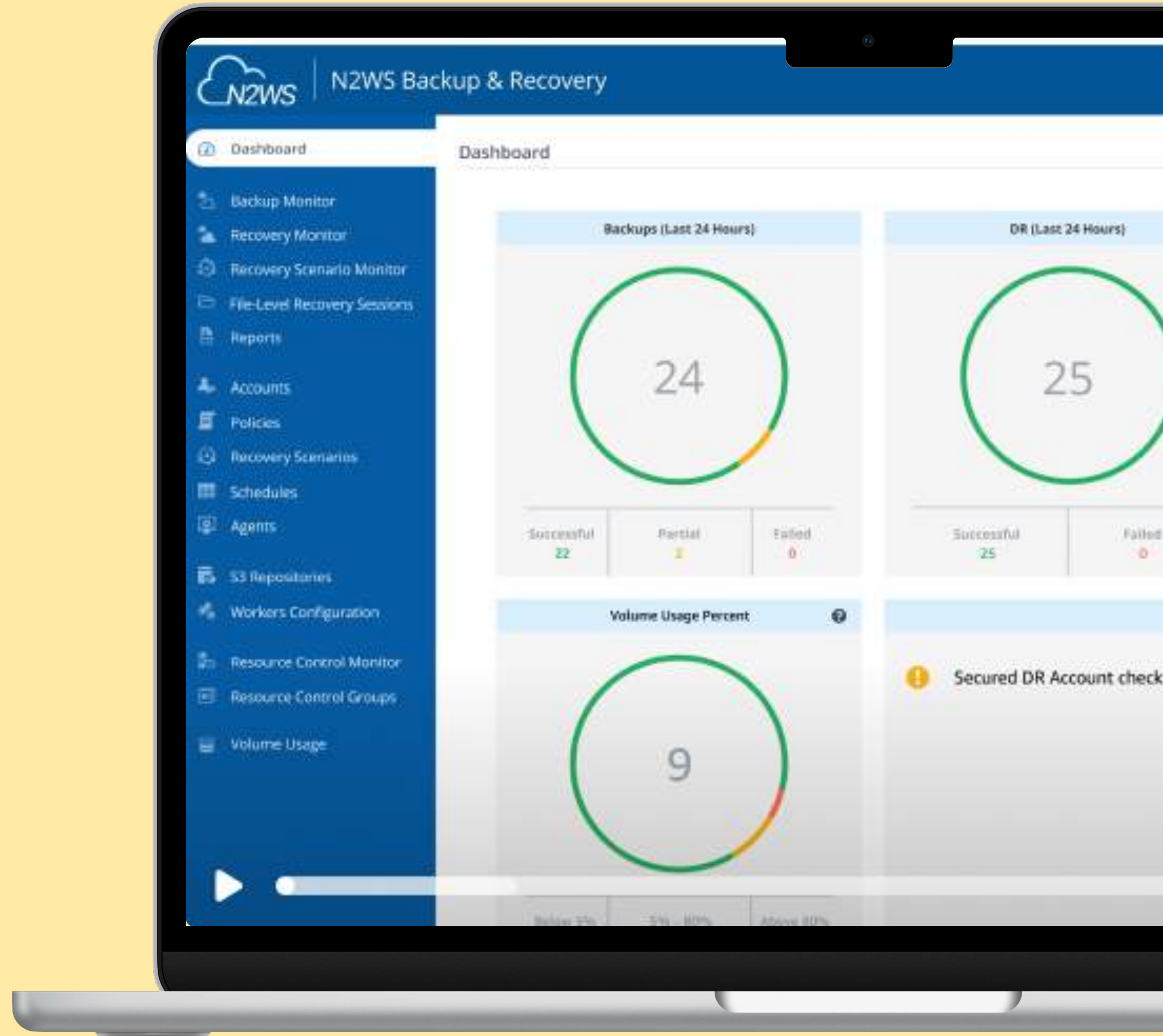
Bottom line? Ridiculously easy client management without sacrificing security.



4: Slash backup costs (win-win)

- ✓ We'll show you how to cut storage expenses by up to 92%
- ✓ A true win-win giving immediate bottom-line impact for both you and your customers
- ✓ You are no longer just a technical service- you become a strategic partner through mutual success

Bottom line? You become indispensable by delivering transparent, measurable ROI.



TCO: AWS Backup vs N2W



\$0

license

\$93K

standard S3 tier

AWS BACKUP TCO ~\$93K



\$12K

license

\$37K

any S3 tier

N2W TCO ~\$49K



47%

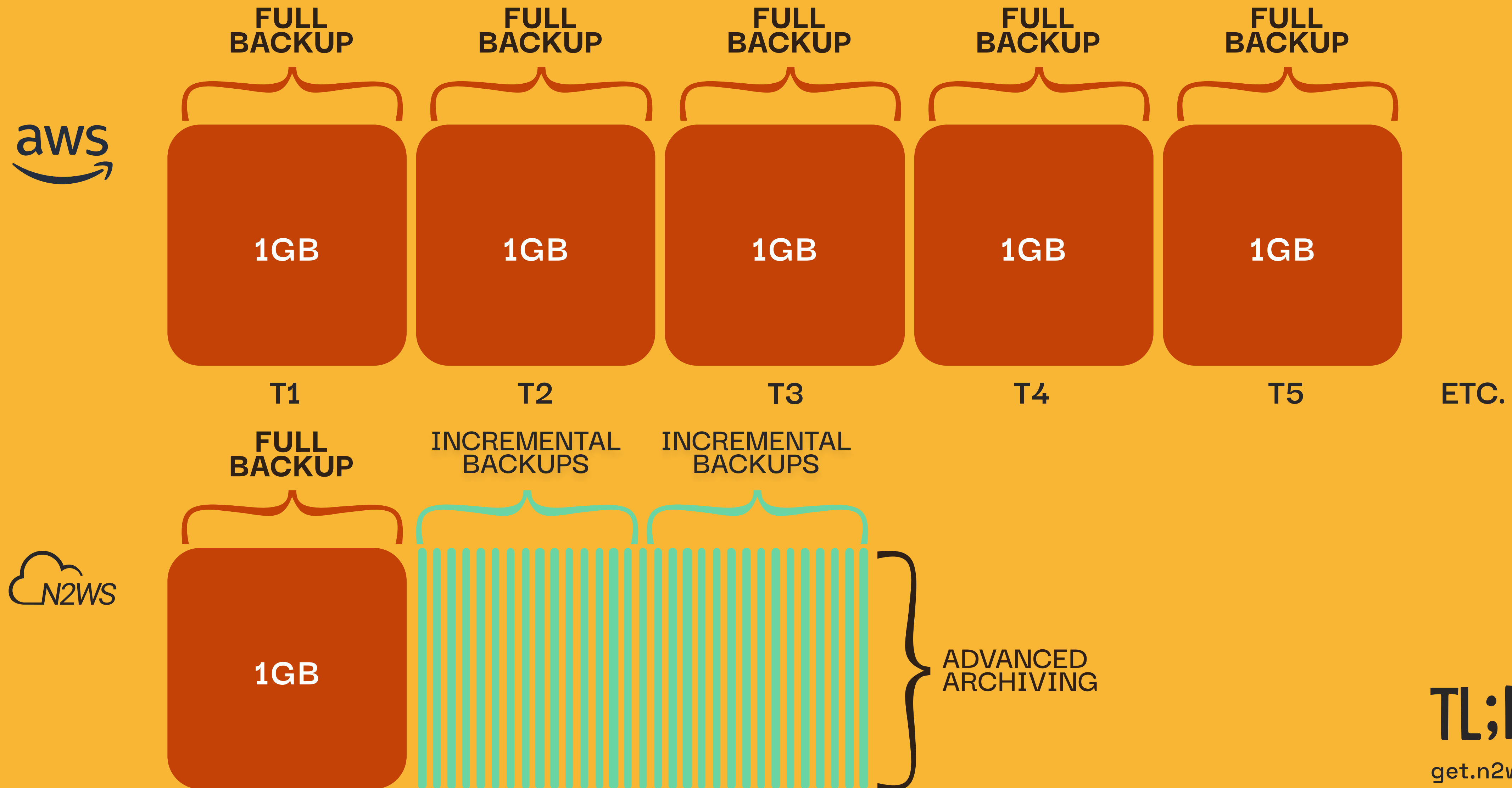
cost savings



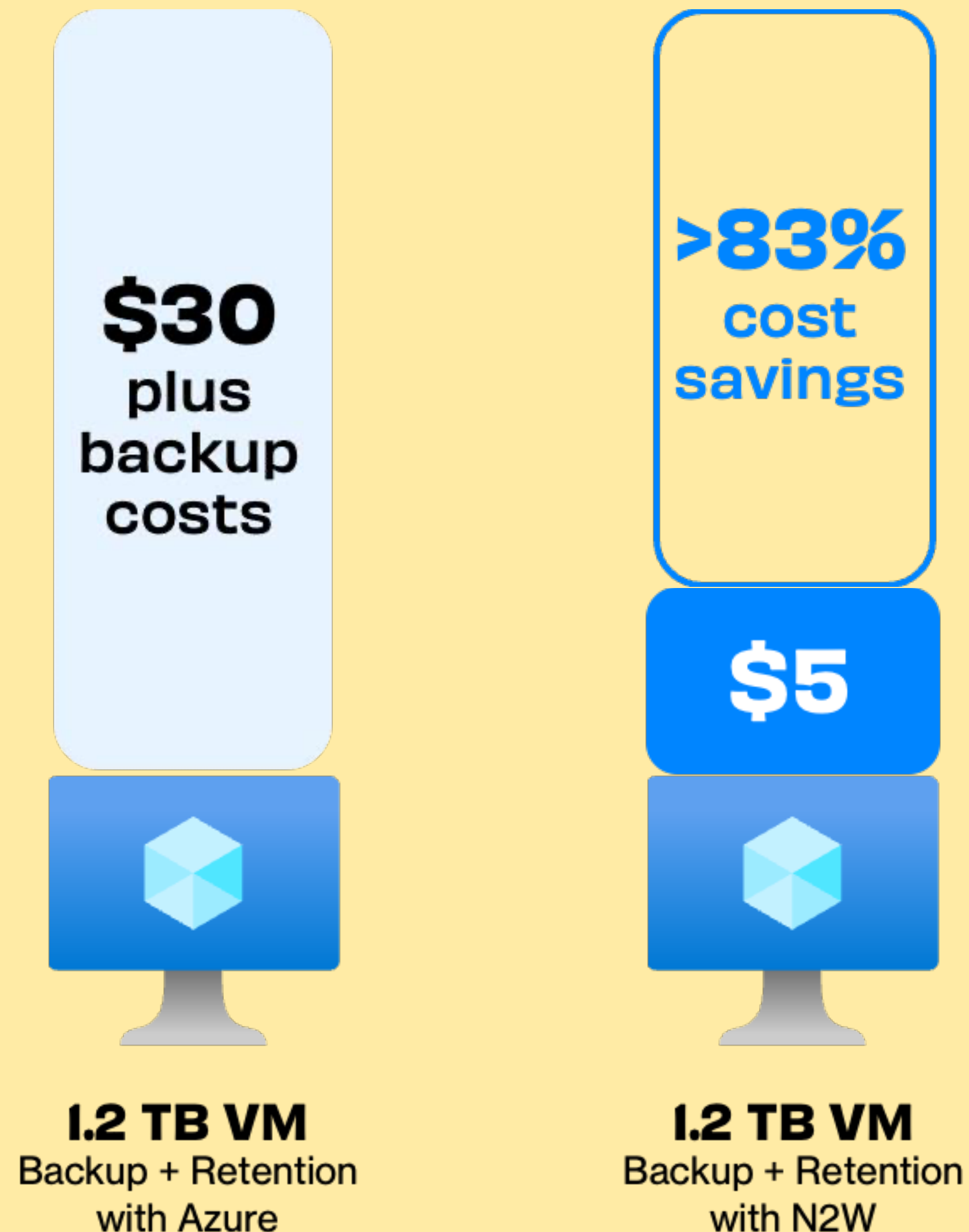
TL;DR on 

get.n2ws.com/tldr

Where does the savings come from?



Easy, all-inclusive pricing



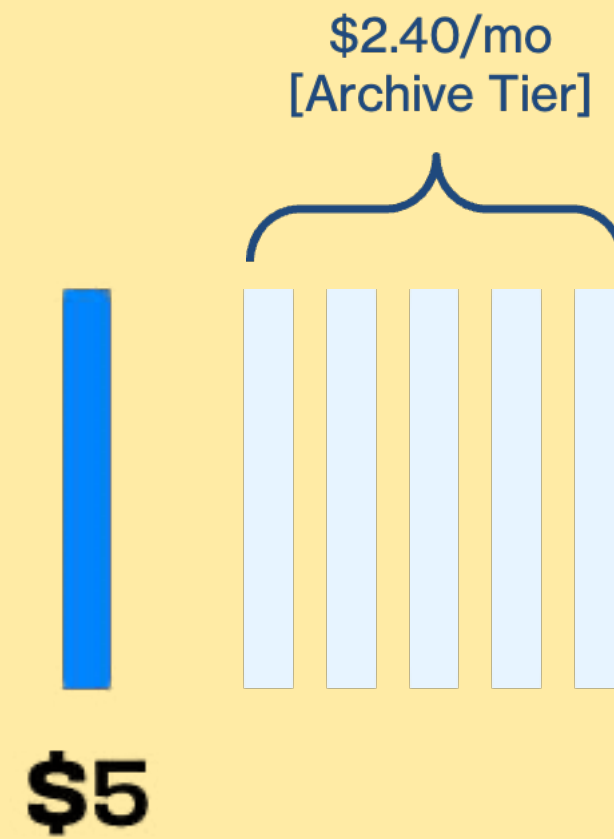
✓ Transparent pricing

Now calculating your Azure backup costs won't involve spreadsheets or guessing. N2W is just \$5 per VM. Easy.

✓ We don't charge extra

Azure pricing? It's tiered and most don't even know what their VM sizes are. Think of it like a resort that charges extra for towels, Wi-Fi, and even the beach chair.

Save up to 5x on long-term storage



87%
[Cost Saving]



Azure Backup

\$30

\$26.88

\$26.88

\$26.88

\$26.88

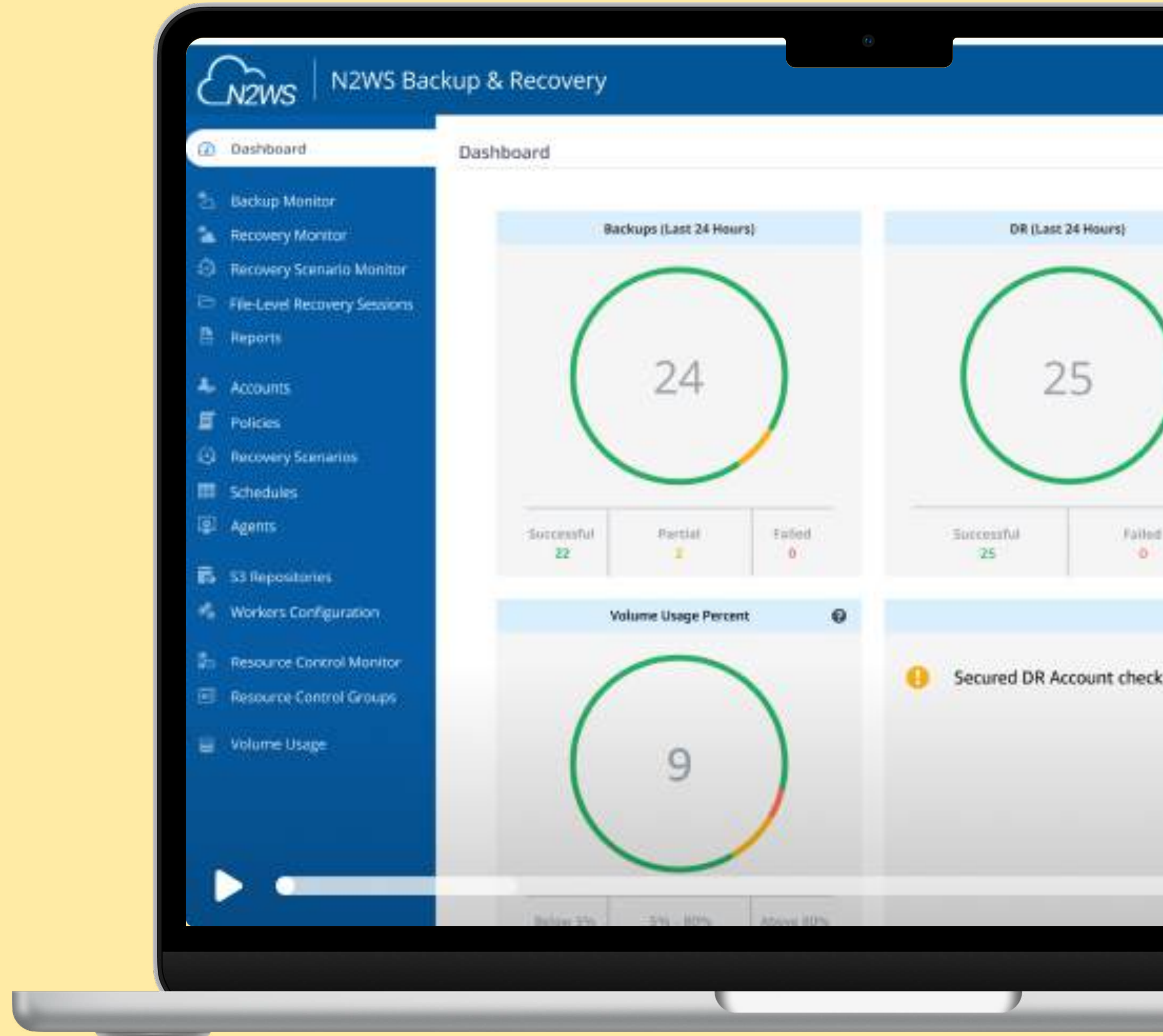
\$26.88

5: Customized reporting

✓ Effortlessly transform raw data into easy-to-visualize metrics

✓ Deliver tailored metrics, insights and suggestions that matter to each client

Bottom line? Make your value undeniable as you strengthen partnership through data transparency and strategic planning alignment.

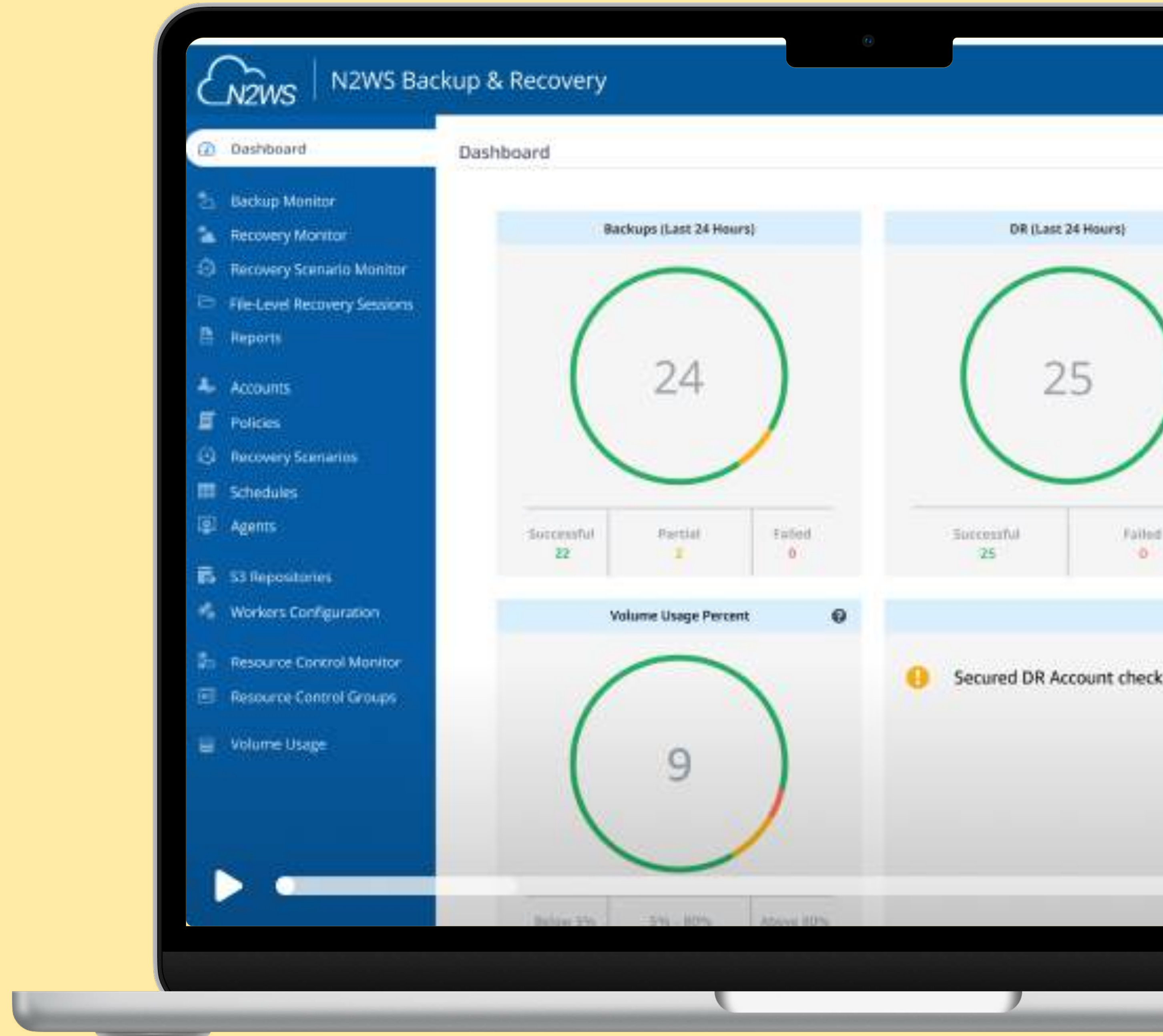


6: Rapid compliance

✓ Help your clients stay ahead of quickly evolving compliance requirements like DORA, HIPAA, GDPR, SOX, etc.

✓ With features like automated DR drills, cost efficient long-term retention for both AWS and Azure, reporting, near-zero RTO, and more...

Bottom line? Your clients stay worry-free being one step ahead of industry standards and regulatory requirements.



UP NEXT N2W 4.4



TL;DR on 

get.n2ws.com/tldr



New Release Webinar 🎉

Learn about the key features in N2W v4.4 that will help you save your clients more money, while providing a better service

NEW RELEASE

JOIN US LIVE ✨