

Selling Online Backup to your customers

What are the best techniques for persuading your customers that Connect's Online Backup service is the right solution for them? Here are some top tips that other resellers have been successfully using to sign up their clients.

> **Affordable.** With prices starting from £5 a month, the cost of protecting the most critical files is tiny – compared to the risk of losing that data. Remember, 50% of companies that suffered a major data loss went out of business within two years.

> **More secure.** Most SMEs still use tapes or removable drives to backup their files but they are notoriously unreliable. Recent Gartner research found that half of attempts to restore all data from tapes after a major server crash were unsuccessful.

> **Easy to use.** It's incredibly easy for your customers to retrieve any file that has been deleted or corrupted with a couple of mouse clicks. It also makes it much simpler to store data held on servers, PCs, MACs or laptops based at any number of different sites.

> **No set up charges.** With Connect, there are no set up costs – and customers pay nothing until the service is fully operational.

> **Keeps a local copy too.** Not only is your data stored securely at Connect's UK-based data centres, you can also save a local copy onto a storage device. This gives your customers two backup copies and a speedy way of restoring data if the unforeseen happens.

> **Removes human error.** No more remembering to replace the backup tape or take the removable drive off-site. Online Backup automatically stores your data every day and sends a daily summary of completed jobs.

> **More secure.** Online Backup uses 256-bit encryption so there's no risk that the data can be accessed by anyone without permission.

> **Business continuity on a budget.** Connect's Online Backup is not just a data store. If disaster strikes, your customers can keep working on their backup Microsoft Office files directly over the internet (via Terminal Services). For a small extra charge, we can even let them carry on sending and receiving email to ensure they can survive the crisis.



Why choose Connect?

Connect is one of the UK's leading Business Continuity specialists, with more than 500 clients across the UK. Based at Canary Wharf, our team of engineers has been helping develop innovative solutions since 1993. Our reseller support team can provide you with the technical expertise to help you keep your clients' systems working 24/7. For more information, visit www.connect.co.uk/reseller or email reseller@connect.co.uk.

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