

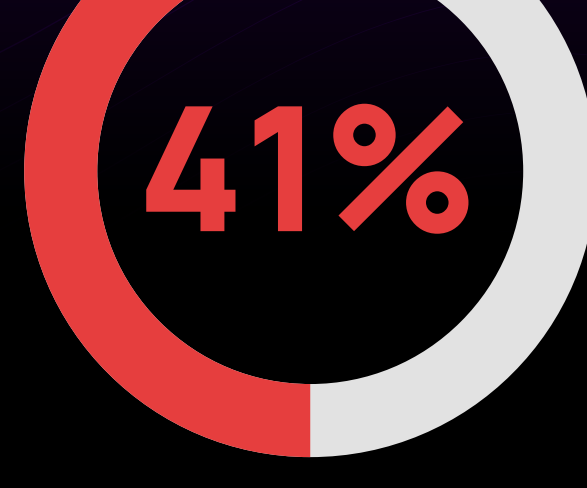
Re think Backup

You don't need image-level backup

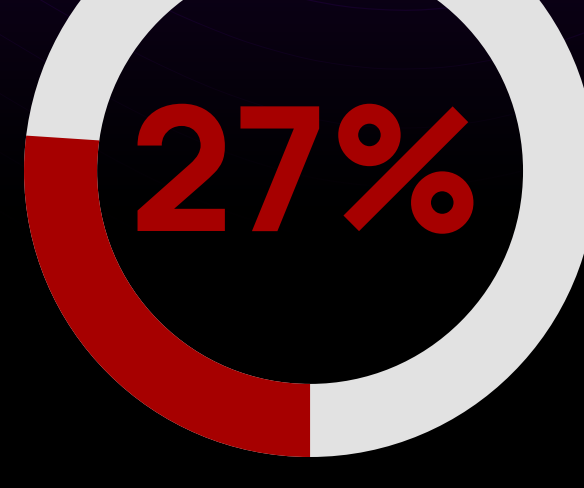
You need **full system recovery**

Image-based backups are far from ideal—especially for MSPs...

Your customers
need full recovery



of cyberattack victims are **SMBs**¹



of malware incidents reported in 2020 can be attributed to **ransomware**²

It starts with the **change rate**:

Classic Image-Level Backup

500 GB
Computer size

6% Change rate

Incremental backup size: **30 GB**

2150 GB
Storage required after 60 days

N-ABLE Backup

500 GB
Computer size

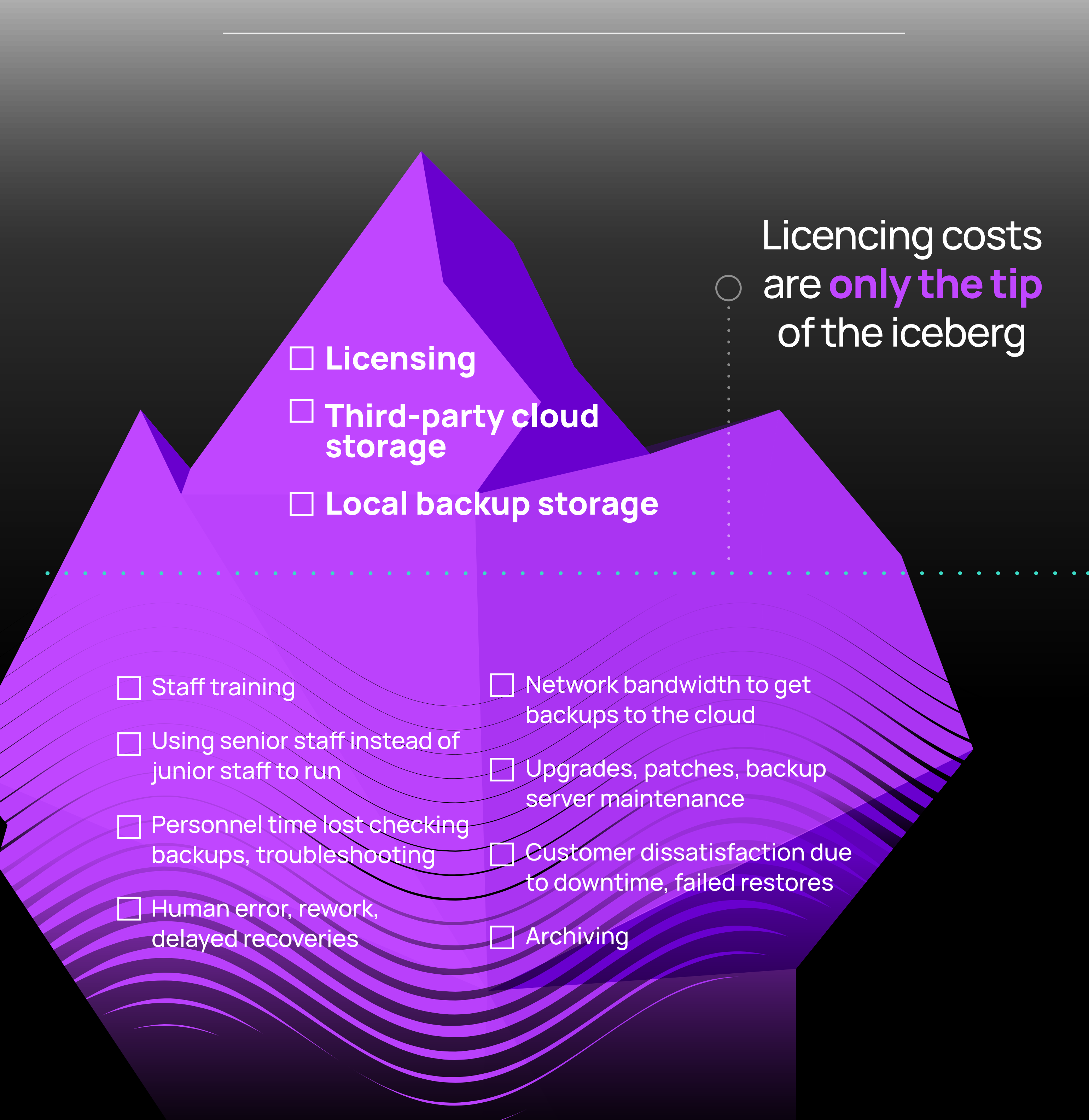
0.1% Change rate

Incremental backup size: **0.5 GB**

380 GB
Storage required after 60 days

Image-level backup takes up more than 5.6x the storage.

That'll cost you in the long run.



Bottom line: Image-based backup costs more in the long run

Real-world results when switching to N-able Backup

"It's a dramatic decrease in labor cost."

– Luke Fairbank, Fred IT

"The most obvious return we've seen is headcount."

– Marcus Lewis, Capital Support

"Now we have 40% utilization open because we're not checking backups."

– Nicholas Paulukow, OneZone IT

Don't get stuck in the past on **backup**

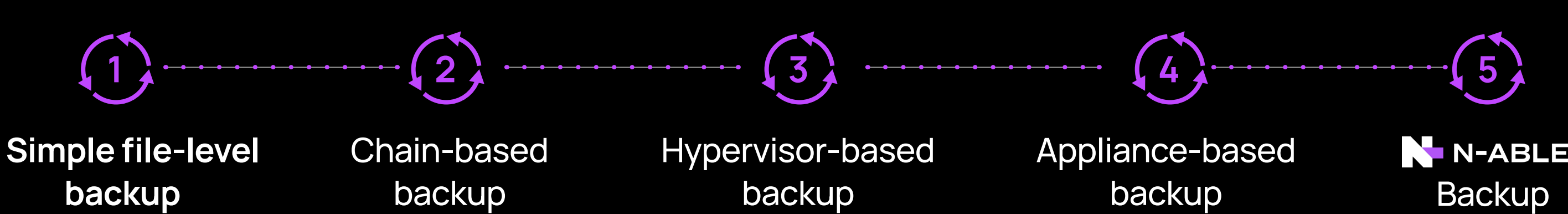


Image-level

N-ABLE Backup

is three things:

1. Built cloud-first
2. Resource-efficient
3. Optimized for recovery

Better service levels, better margins

Make the most of your resources with efficient cloud-first data protection

[Try N-able Backup](#)

1. "VDBIR: Summary of Findings," Verizon. enterprise.verizon.com/resources/reports/dbir/2019/summary-of-findings/ (Accessed April 2021).

2. "6 Ways to Defend Against a Ransomware Attack," Gartner. [gartner.com/smarterwithgartner/6-ways-to-defend-against-a-ransomware-attack/](https://www.gartner.com/smarterwithgartner/6-ways-to-defend-against-a-ransomware-attack/) (Accessed April 2021).

N-able empowers managed services providers (MSPs) to help small and medium enterprises navigate the digital evolution. With a flexible technology platform and powerful integrations, we make it easy for MSPs to monitor, manage, and protect their end customer systems, data, and networks. Our growing portfolio of security, automation, and backup and recovery solutions is built for IT services management professionals. N-able simplifies complex ecosystems and enables customers to solve their most pressing challenges. We provide extensive, proactive support—through enriching partner programs, hands-on training, and growth resources—to help MSPs deliver exceptional value and achieve success at scale. n-able.com

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