



# The Competitive Edge:

MSPs are Winning by Protecting More Than Ever

Rod Mathews, CEO Axcient

# What Are Axcient Partners Doing in 2023?

Heroes in the SMB Community

#MSPXperience

## Axcient Partners by the Numbers



**4,100+**

Partners and growing



**100,000+**

Systems protected by  
x360Recover alone

**1 in 4**

Partners performed a  
recovery so far in 2023

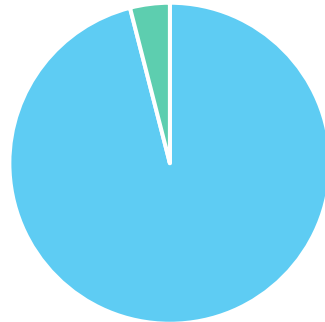
**40%**

of those restores were  
via x360Recover  
Direct-to-Cloud (D2C)

# Axcient Partners by the Numbers: Recovery Ready



AutoVerify **96%** 2023  
Success Rate



AutoVerify for x360Recover  
Direct-to-Cloud (D2C)



**1.3MM+**

Successful AutoVerify checks of D2C  
protected systems so far in 2023

# Axcient Partners by the Numbers **AutoVerify** Saving Time from Axcient

Saving Time with AutoVerify for x360Recover Direct-to-Cloud (D2C)



The average time it takes to complete basic tests without AutoVerify automation.



277,233

Hours of labor saved in 2023



# Axcient Partners by the Numbers: Simple Cloud Failover

**Virtual Office**  
from Axcient

## Virtual Office Utilization is Rising

The number of systems tested or recovered in **Virtual Office** *doubled so far in 2023.*

- **100% growth** in Virtual Office virtualizations means our partners see the ease and value of self-managed DR and DR testing.
- **30 free days** of Virtual Office each year





# Recovery Stories From Partners

Heroes In the MSP Community

[#MSPXperience](#)

## AirGap Save by XFER

XFER's client asked them to delete unnecessary data from a server that was no longer in use.

- Two weeks later, the client realized their mistake and needed the data back.
- 100% of the data was recovered thanks to AirGap and x360Recover.
- They decommissioned the server and turned it off in the vault to initiate recovery from the protected snapshot stored in the AirGap archive.





# Enterprise Data Concepts Fire Recovery

The EDC team had deployed D2C as a safety precaution after onboarding, and they said "it saved our butts."

- 5:30am - A client's building caught fire on a Sunday..
- 6:30am - Started their recovery while the FD was still working.
- They pulled their data down, provisioned a new appliance, and spun up their server instances.
- On Monday, they went on-site to their warehouse in a different location with a spare router, and by Tuesday, 80% of their staff was working like normal.
- EDC's recovery first approach ensured no data loss.



# Tampa Bay Tech Solutions Recovers in Hours

Just 30 days after moving to Axcient, they had to recover a client from a total system failure.

- Had not had the opportunity for extensive testing of the product and the x360Recover recovery processes.
- Had the client up and running in less than 3 hours.
- The end client was very happy with the performance of the Axcient Cloud.



# Cloud-First

What's Happening with MSPs

#MSPXperience

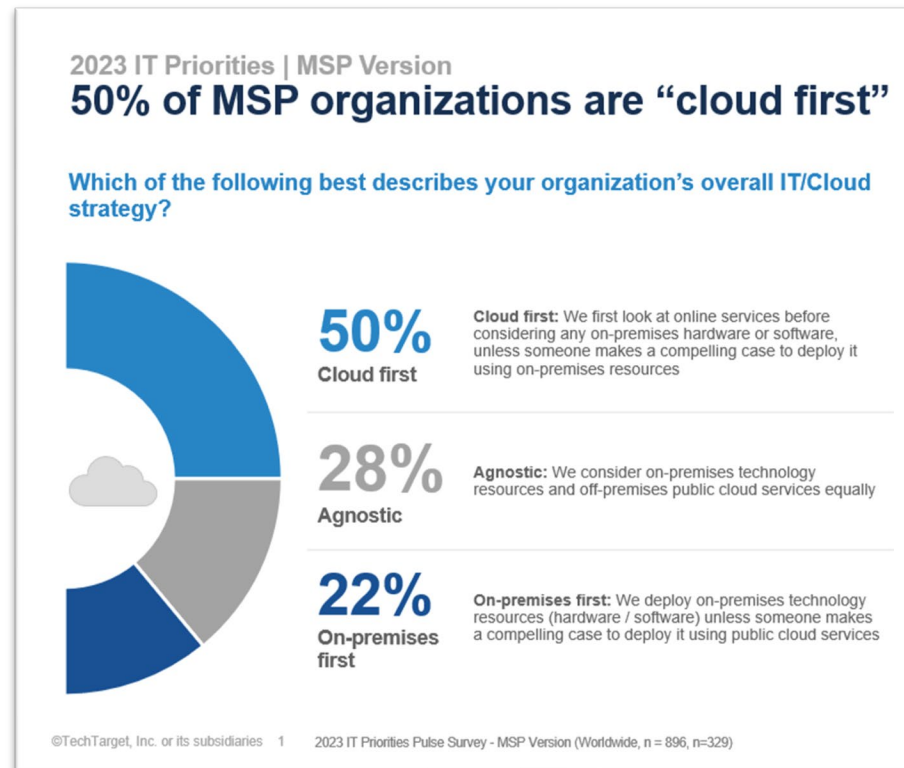
# Cloud-First Growth

**50%** of MSP's are deploying solutions with a cloud-first priority

In the 2023 State of the Cloud Report, Flexera predicts that within the next year:

- **63% of SMB workloads** and
- **62% of SMB data**

will reside in the cloud.



## Cloud migration is good for the MSP channel

**29%** of the MSPs surveyed by Barracuda reported that **cloud migration is a key driver** behind SMBs shifting towards utilizing managed services.

The time and management benefits of a cloud-first approach for MSPs:

- Time is money
- Fast deployment
- Flexibility is paramount

Guaranteeing against data loss and executing on uptime promises means prioritizing data protection for cloud data.





# Public Cloud Adoption

A focus on why MSPs choose Microsoft Azure

# Adoption of Microsoft Azure by MSPs

## Azure is gaining share against AWS

April 2023 DCIG TOP 5 Microsoft Azure Backup Solutions Report:

- In 2020, AWS held 52.7% market share to Azure's 30.6%
- In 2022, that **lead shrunk 3%**, to 49.2% AWS market share and Azure at 33.1%
- Azure growing at about 2x the rate of AWS as of the most recently reported quarters
- Azure is a preferred solution in the MSP community



# Azure for MSPs and Their SMB Clients

Moving custom applications from local infrastructure to running in public cloud environments has pros and cons

## Why Azure is Appealing



- Time savings and simplicity
- Cost relative to other clouds
- Better fit for MSPs than AWS
- Availability, redundancy, security
- MSFT familiarity/trust/focus

## Why Azure is Challenging



- Backup strategies
- All eggs in one basket
- Unanticipated costs
- Different investment model
- Lack of comfort with cloud

# Cloud Protection Opportunity for MSPs

**98%** of Axcient partners surveyed said that they have Azure deployments, but **only 53%** report they are backing them up with a 3rd party solution.

- The “**co-management responsibility**” of MSPs means they cannot rely on Microsoft to be the sole steward of their client data.
- MSPs must deliver on **SLAs** by investing in BCDR for their clients’ Azure data to deliver on RTO and uptime promises..

**With a straightforward setup, you will be backing up Azure servers in as little as 5 minutes:**

“

“When a client says, ‘Can you bring the data back? If not, we’re screwed!’ you need to bring the data back. With x360Recover for Azure, we always say, ‘yes,’ and we’re the heroes that day. That feels great for us because it’s critical to our clients.”

– Luis Alvarez, Alvarez Technology Group

Axcient

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# The Axcient Competitive Edge

BCDR Innovation and Roadmap

Kevin Hoffman, Axcient Co-Founder & Chief Technical Officer  
Adam Preeo – Axcient VP of Product

# Pioneering BCDR

Innovation at Axcient

#MSPXperience

# Evolution of Axcient

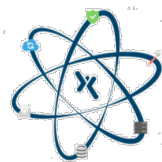
eFolder™

anchor

Cloudfinder

Replibit

AxCIENT™



eFolder  
AxCIENT™  
Beyond Backup



Axcient

# Evolution From Backup to BCDR



1990 – 2010

## Pre-BDR File Level

- ✓ No appliance required
- ✓ Use local storage to accelerate file restores
- ✗ Daily backups typical
- ✗ System recovery time in days (rebuild system, restore files)



2005-2015

## BDR 1.0 Chain-Based Legacy Backup

- ✓ No appliance required
- ✓ Use local storage to accelerate restores and virtualization
- ✓ Backups every 15 minutes
- ✓ Local virtualization in minutes
- ✗ Periodic fulls & consolidations
- ✗ Broken chains causing data loss and high labor overhead



2010-2020

## BDR 2.0 Appliance-Based Copy on Write

- ✓ Built-in local storage to accelerate recovery
- ✓ Backups every 15 minutes
- ✓ Local virtualization in seconds
- ✗ Expensive appliance required
- ✗ High RAM (8 GB/TB) and CPU usage
- ✗ Can still require reseeds after ransomware rollback etc.



2020 +

## Axcient Beyond BDR Hardware and Chain-Free

- ✓ No hardware required
- ✓ Chain-Free local storage to accelerate restores and virtualization
- ✓ Backups every 15 minutes
- ✓ Local virtualization in seconds
- ✓ Only 0.2 GB/TB RAM, low CPU
- ✓ No chains to break, never reseed
- ✓ Native restore to Azure/AWS

## Axcient's Patented Chain-Free Technology

~~Re-basing~~  
~~Re-seeding~~  
~~Consolidating~~  
~~Managing Chains~~



INDEPENDENT  
BACKUPS



NO CLOUD  
RESEED



NO  
REBOOT



# Pioneer in Cloud-first BCDR

- Business Continuity with all the bells and whistles of an appliance – that’s cloud-deployed
- Local Cache for recovery acceleration

**x360 Recover**  
Direct-to-Cloud

**Local Cache**  
from Axcient



## Secure by Design – Vision

### Axcient is Secure by Design

- Security should be baked-in and impossible to turn off or misconfigure
- To realize our vision to Cure Data Loss, we realize that security must be the first requirement, rather than the last
- Axcient invests deeply into operational security, as audited and reported in our SOC 2 Type II report

“

We have one job – don't lose data and provide proof that it's recoverable.”

*Kevin Hoffman  
Co-Founder and CTO of Axcient*

# Secure by Design – Capabilities

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## ALWAYS-ON FEATURES

**AirGap**  
from Axcient

**AutoVerify**  
from Axcient

## UNCONDITIONAL PROTECTIONS

- Immutability of backed up data
- Encryption – on-disk and in-transit
- Mandatory MFA
- AutoConfigure – failsafe snapshots & self-healing backups

POLL

Are you using Virtual Office and Runbooks to test your Disaster Recovery Plans?

## POLL FOLLOW UP

All partners have access to 30 days of Virtual Office virtualization for recoveries and testing their DR Plans – at no additional cost.



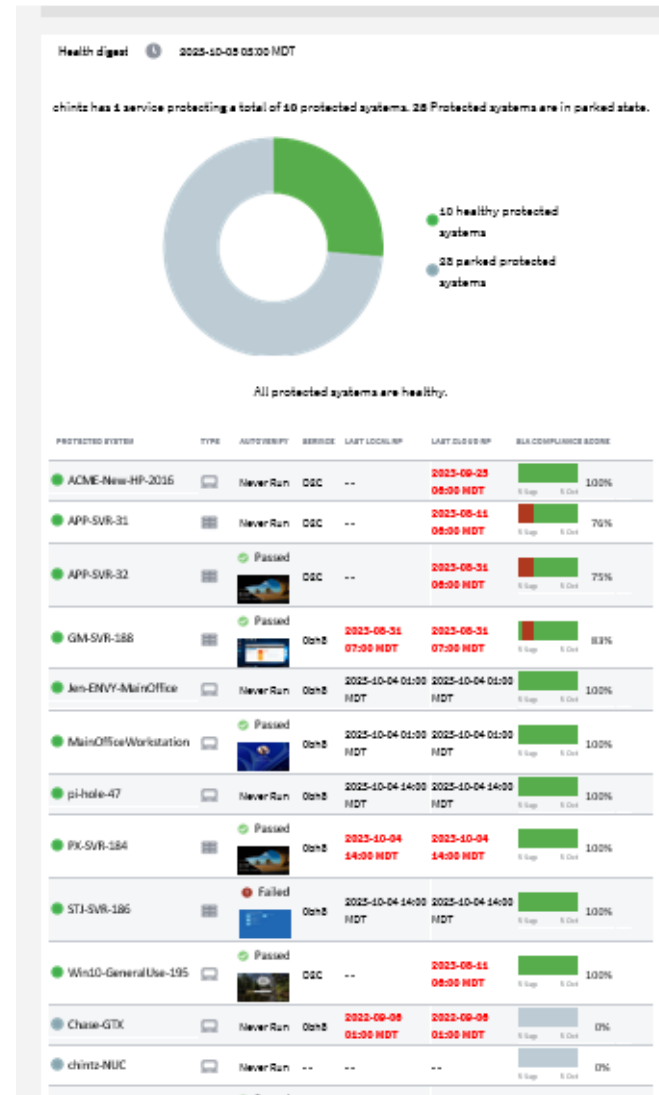
# Time Saving Automation

For Compliance and Cyber-Insurability

## AutoVerify from Axcient

### AutoVerify for Peace of Mind

- Proactively solve issues before they're problems
- Trust your backups and end "Backup Burn"
- Let notifications direct you instead of uncertainty
- Remove the risks of human error
- Reduce your total costs in both dollars and time spent in backup verification



# Virtual Office

from Axcient

## Self-Managed Fast Cloud Failover with Virtual Office

- Near-instant recovery of production servers and workstations in the Axcient Cloud
- Perform regular full-office tests
- Easily configure secure access using VPN, Site-to-Site OpenVPN, and port forwarding
- Restore to the production server or desktop
- Encrypted data in transit and at rest in our SOC 2 Type II certified cloud

**Virtual Office (Test)**  
Client: chintz  
Activity: Test

**Virtual Machines (VM's)**

DEVICE	VM STATUS	SERVICE	SERVICE ID	VAULT	VM RAM	CPU CORES
Chase-GTX	Running	VermeerOffice	0bh8	rb-axcse1.r...	32.0 GB	16
chintz-w11-...	Running	Cloud Archive		rb-axcse1.r...	32.0 GB	16
Cr-SVR-190	Running	VermeerOffice	0bh8	rb-axcse1.r...	32.0 GB	16
EW-SB	Running	Direct To Cl...		rb-axcse1.r...	32.0 GB	16
STJ-SVR-186	Running	VermeerOffice	0bh8	rb-axcse1.r...	32.0 GB	16
WRKSH-1T01	Running	VermeerOffice	0bh8	rb-axcse1.r...	32.0 GB	16

**Virtual Office (Test) Summary**  
Test Office Uptime: 3 weeks  
Started on September 12th, 2023 at 3:23PM MDT

# Virtual Office Runbooks

from Axcient

## Fast virtualization and testing with Runbooks

- Configure an automatic deployment plan for virtualized devices
- Runbooks are specific to each Virtual Office
- Disaster recovery with just a few clicks of a mouse

**Axcient x360Recover**

Home / D2C Demo / Runbooks

Runbooks provide you the ability to create a plan for protected systems that need to be failed over in the cloud in an event of a disaster. These runbooks can be automated by specifying the protected systems, resources needed, wait time and the order in which they need to start.

**Runbook Summary**

[+ New Runbook](#)
[Clone Runbook](#)
[Edit Runbook](#)
[Delete Runbook](#)
[Run Runbook](#)

SELECT	NAME	STATUS	PROTECTED SYSTEMS ▲	RUNBOOK TYPE	DESCRIPTION
<input type="checkbox"/>	clone of Test	Ready	2	--	--
<input checked="" type="checkbox"/>	Test	Ready	2	--	--

2 runbooks

**Test**

[Details](#)

PROTECTED SYSTEM ▲	SERVICE	PRIORITY	COR ES	R A M	WAIT TIME (MIN)	FORCE SAFE MODE	FAILOVER IP ADDRESS
D2C-Onboarding	Direct To Cloud	High	2	4	0	No	192.168.1.25
DemoD2C	Direct To Cloud	Medium	2	4	0	N/A	192.168.1.22

# Compliance and Cyber Insurance

## Less Human and Manual Intervention

- **Virtual Office and Runbooks:** Efficiently test and optimize disaster recovery plans and prove cybersecurity readiness to clients, regulators, and cyber insurance carriers.
- **AutoVerify** is proof of automated checks and that an MSP is not reliant on manual checks.

Despite an

**80%** YoY increase in ransomware  
Only

**12%** of SMBs have enough cyber insurance to cover the cost of a breach

And Nearly

**64%** of small business owners are unfamiliar with cyber insurance

Virtual Machines (VM's) Stop All VM's  
[Learn more about VM's](#)

Test All devices

DEVICE	VM STATUS	SERVICE	SERVICE ID	VAULT	VM RAM	CPU CORES
Azure-BMR	Running	Direct To Cl...		rb-axcse1.r...	16.0 GB	8
efs-sales-d...	Running	Direct To Cl...		rb-axcse1.r...	16.0 GB	8
RMT-L7420-...	Running	Direct To Cl...		rb-axcse1.r...	16.0 GB	8
TPruitthP	Running	Direct To Cl...		rb-axcse1.r...	16.0 GB	8

**Azure-BMR**  
Protected, virtualized in the cloud

Restore Point: 06/03/2022 07:00:00  
IP Address: 10.6.0.5  
VNC Port: 65404  
VNC Password: ozcjSP41

Annual Free Days Used: 6.25 days (resets on 1/1/24)  
Annual Free Days Remaining: 23.75 days (resets on 1/1/24)  
Annual Paid Days Used: 0.00 days (resets on 1/1/24)

Stop Edit Login



POLL

Which do you do more often:

Floss your teeth

OR

Test your DR and IR Plans?

## POLL FOLLOW UP

An ADA survey shows only 50% of adults floss their teeth daily, and 27% admit they lie to their dentist about how often they floss.

A recent MSP Benchmark survey found that 30% test quarterly, 25% test annually, 9% test monthly, while 15% admit that they never test.

# Thematic Roadmap

1. Protect Everything
2. Recovery First
3. MSP Experience
4. Flexibility

# Top 4 Recent Enhancements: Incremental Vault Recovery

## 1. Painless failback and migration

- Painlessly fail back to an appliance from cloud virtualization
- Transition from x360Recover Direct-to-Cloud to an appliance without missing backups
- Seamless migration from a 3rd partner BDR to x360Recover

### Recover Protected System

Vault IP:

rb-pmteam4.rb.atl.efsccloud.net

✓ Test Connection

Customer Location:

App1

Protected Systems:

ABC-Server2016

Base Image:

2023-06-30 10:00 p.m.

Finalize Recovery:

\*Selecting this option finalizes the Recover process. No further incremental Recover job may be performed afterwards. Only select this option when you are ready to complete the Recover of this Protected System.

Cancel

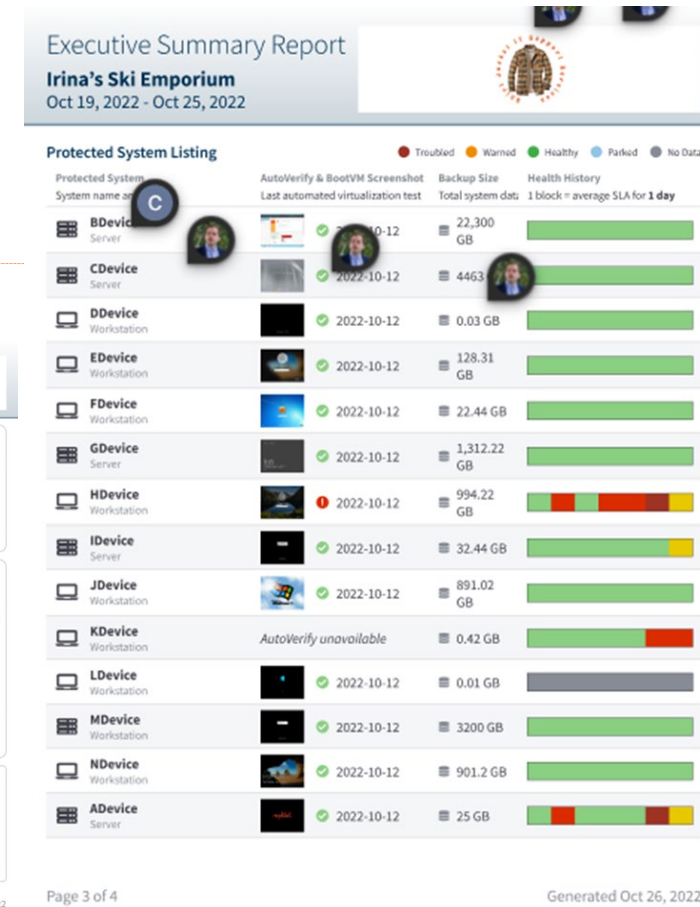
✓ Recover



# Top 4 Recent Enhancements: Client Executive Summary Report

## 2. Demonstrate Your Value

- Customizable and white-labeled weekly report for MSPs to share with clients
- Illustrate how your client's data and infrastructure are being protected
- Customize comments before publishing to your clients, documenting actions you've taken on their behalf





## Top 4 Recent Enhancements: BCDR for Linux

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### 3. Agent for Linux Devices is Available Now

- Ubuntu and Debian servers in GA now
- RedHat and CentOS servers in Early Access



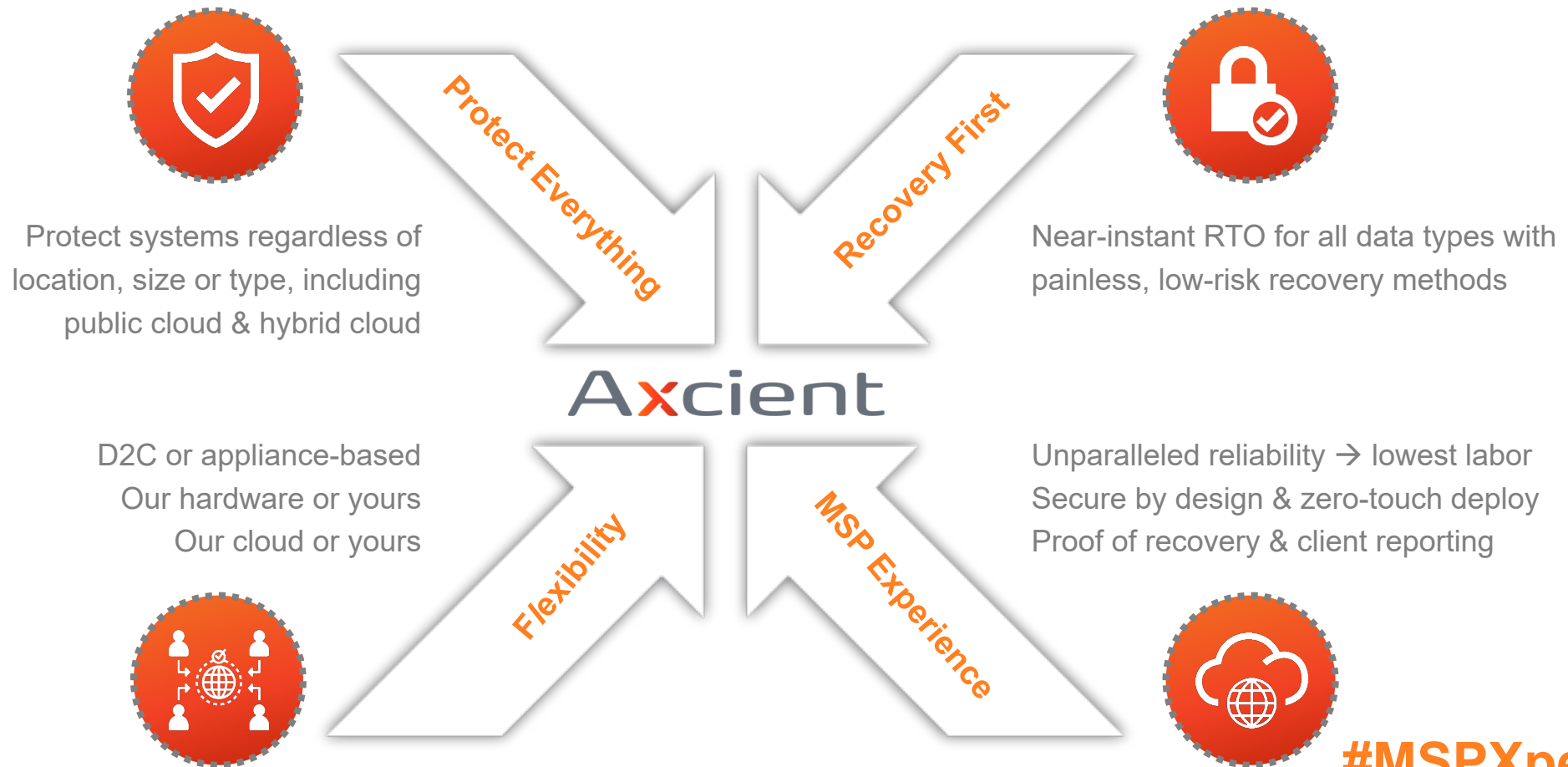
# Top 4 Recent Enhancements: x360Recover Direct-to-Cloud for Microsoft Azure

## 4. Agent for Azure Workloads is Available Now

- **Right sized backup** – Many backup solutions marketed as Azure backup are better suited to on-premises backup and aren't optimized for cloud backup.
- **Fair price** - Flat-fee, predictable pricing that is often 2-3x more cost effective than competitive solutions



## Axcient Roadmap Vision



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## Axcient Roadmap – Now



Protect Everything



Recovery First



MSP Experience



Flexibility



Protect Linux



AutoVerify Hardening



Incremental Failback to Appliances



Converged Licensing



Client "Hero" Reporting



GenAI In-product Assistance



BYOD Hardware Support++



Self-service Ordering

## Axcient Roadmap – Next



Protect Everything



Recovery First



MSP Experience



Flexibility



Protect MacOS



Protect NAS



Protect Teams



UX to Unify Cloud Recovery



Native Azure Recovery



Incremental BMR



Policy-based Management



Site-to-Site Replication



Extended Distribution and MSP Public APIs



# Axcient Roadmap - Later



Protect Everything



Recovery First



MSP Experience



Flexibility



Protect ReFS



Hypervisor-level Protection



SaaS Apps



Cloud-native Automation (Discovery, Auditing, PaaS)

### Automated DR Testing

- Custom scripts in AutoVerify
- Multi-system workflows
- Reporting integrations

### Public Cloud On-Ramp/Off-Ramp

- Push-button ease to move in/out of public cloud
- Data freedom and hybrid IT protection
- Reverse replication for local copies
- Seamless fallback from public cloud



Granular Permissions



Observability and Remediation



Usage/Cost Reporting and Integrations



Deepen Integrations: billing, BI, doc, RPA, etc.

# Axcient Roadmap – Potential Deep Integrations



datto | AUTOTASK PSA



Others?

POLL

What deep integrations would you like to see Axcient prioritize?

- ConnectWise PSA  
Contracts/Billing
- Datto Autotask PSA
- Liongard
- BrightGauge
- Syncro PSA
- N-sight (N-Able RMM)
- Gradient
- Other

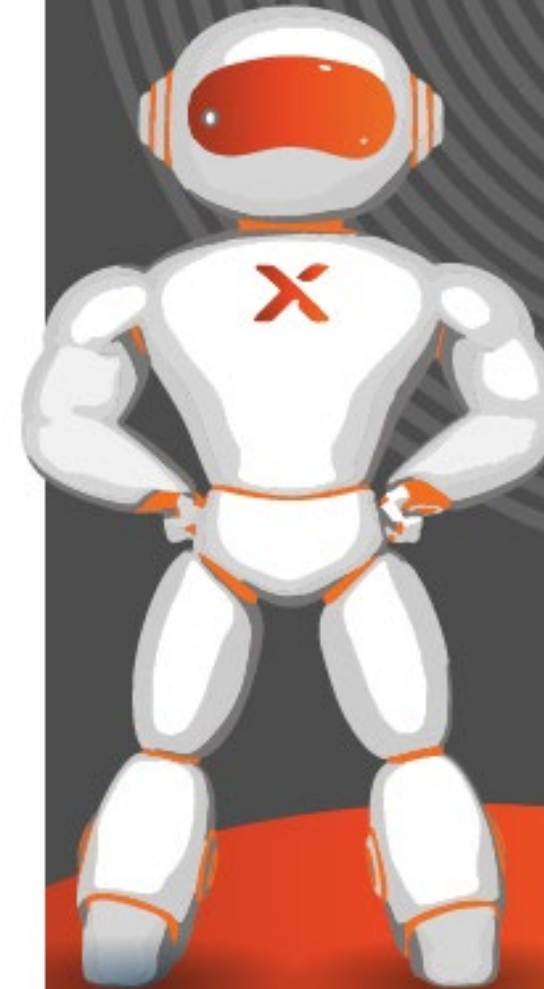
## POLL FOLLOW UP

The Axcient team has invested in additional deep integrations and co-management capabilities, with more to come. Thank you for the feedback!



## Check out these Technical Track and Business Breakout Sessions to learn more:

- Panel Discussion: The Future of MSP Automation: Better Planning, Better Decisions, Better Results
- x360Recover for Azure Lab
- MSP Sales: Are You Missing the Boat on Public Cloud?
- x360Recover Automation Lab: Take Back Your Time
- MSP Panel Discussion: How Automation Can Enable Small Business Owners to Scale Up



**#MSPXperience**



**Thank you!**

# 2023 Partner Awards

[#MSPXperience](#)

**Most x360Recover  
Growth of 2023:  
Emerging Partner**



**MOST  
X360RECOVER  
GROWTH OF 2023:  
EMERGING  
PARTNER**

2023

# ASI



**Most x360Recover  
Growth of 2023:  
Established Partner**



# Complete Network Management

**MOST  
X360RECOVER  
GROWTH OF 2023:  
ESTABLISHED  
PARTNER**

2023

**CNM**  
Complete Network  
Management Inc.

# Most x360Cloud Growth of 2023

Axcient

# Xogent

**MOST  
X360CLOUD  
GROWTH  
OF 2023**

**XOGENT**

2023



# MSP Community Champion 2023

Axcient

# Tampa Bay Tech Solutions

MSP  
COMMUNITY  
CHAMPION  
2023



2023



# SMB Community Hero 2023

# Xfer Communication

SMB  
COMMUNITY  
HERO  
2023

2023



# Partner of the Year 2023



Axcient

# Applied Tech

PARTNER  
OF THE  
YEAR  
2023

2023



**APPLIED** tech

# Congratulations to our MSP Xperience Partner Awards Winners!



**ASI**



**Complete  
Network  
Management**



**Xogent**



**Tampa Bay  
Tech  
Solutions**



**Xfer  
Communication**



**Applied  
Tech**

**Axcient**