efolder

3 Pillars of Business-Grade File Sync with Anchor

Introduction

When many MSPs present a business-grade file sync and share solution to their clients, it is commonly described as being "similar to Dropbox." However, there is a dramatic difference when you compare predominately consumer-grade file sync with a more robust, secure solution like Anchor, a truly business-grade file sync and share solution.

Business-grade file sync solutions deliver users far superior benefits they may, or may not, realize they need; and arm MSPs with a solution that adds high-margin, recurring revenue to their solution stack. This whitepaper explores three key pillars to help MSPs and end users understand the differences between consumer-grade file sync solutions and Anchor.

What are the three pillars of Anchor that separate it from other, more rudimentary file sync alternatives?

1 Eliminate the File Servers

A key pillar of Anchor is to eliminate the need for a local file server in small offices. Why replace an aging file server in a small office when anyone can have file access, from anywhere and any device, without the hassles of VPN or FTP? This not only satisfies clients; but replaces a low margin, one-time hardware/software purchase with a high-margin recurring revenue MSP agreement at the lower end of the SMB market, where managed services are notoriously difficult to sell.

2 Data Backup and Ransomware Protection

As recently as a few years ago, MSPs might have signed clients who decline backup because of the expense. Now the risks of ransomware, and the pain of any kind of data loss, have evolved the IT Services landscape to where service providers insist on providing a more robust, business-grade backup. Enter the second pillar of Anchor. MSPs can offer clients security and peace of mind with protection from ransomware and human error in the forms of Anchor's Revision Rollback and Snapshot features.

3 Secure Share for Business Productivity

This is the Anchor pillar that clients will associate with their use of Dropbox or other public file sync services, but even here Anchor is so much more. The multi-tenant design was built for MSPs from the ground up, providing a much more efficient way to manage clients from a single pane of glass. Clients too are trained over time and learn to appreciate the control, flexibility, and security of sharing and working together using business-class file sync.

Those may be the pillars upon which Anchor is affixed, but it's also important to identify multiple layers of the data protection market an MSP can easily address beginning with a business-grade file sync solution like Anchor:

- The low end of the SMB where Anchor eliminates the file server by supplying low-cost, high-margin backup and ransomware protection along with secure share.

- A middle tier of clients who need to maintain local servers with open file databases which Anchor doesn't protect, so eFolder Backup is put into place.

- The upper tier where an MSP client needs a full, image-based backup and fast disaster recovery of an entire server using an easily bootable virtual server copy. eFolder's own Replibit and Axcient BDR solutions are options which address

these more complex requirements in unique ways.

Conclusion

When it comes to file sync and share, gone are the days of simply providing mobility for clients. Couple threats of ransomware and human error with the need to eliminate associated labor costs and headaches of managing legacy VPN or FTP, and adding a business-grade file sync solution to your standard offerings swiftly surpasses a simple "nice to have" - and instead highlights a need that should be insisted upon.

MSPs who would like to provide their clients with the mobility and protection of a business-grade file sync solution should offer eFolder Anchor. Anchor provides channel-grade security and modern mobility for the end user while delivering seamless deployment and management for Managed Service Providers. With a friendly user-

interface and management portal designed specifically for the MSP, Anchor sets the gold-standard for promoting employee productivity and high-margin, recurring revenue for the MSP.

MSPs interested in offering a business-grade, high-margin file sync with Anchor should visit the eFolder website at. **efolder.net/products/anchor/**.

efolder

Corporate Headquarters
707 17th Street, Suite 3900, Denver, CO 80202 • 720-204-4500 • www.efolder.net