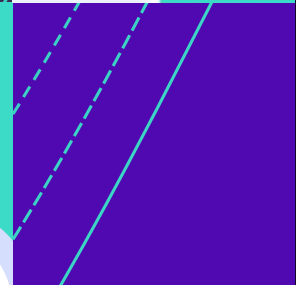
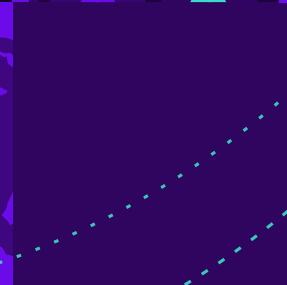
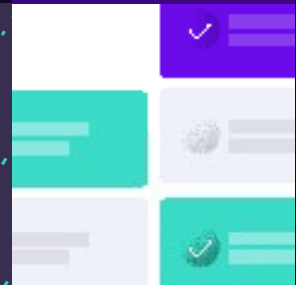
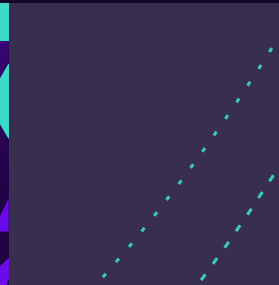




Five reasons you need Cove Data Protection



Naturally, you're backing up your users' data. But today's cloud-first world calls for more than that.

With cloud-first **data protection as a service**, you can improve efficiency and decrease your cost of service delivery while adding more value to your users. It helps you make more efficient use of resources, be ready to recover with backups stored off the local network, and reduce administrative time with a SaaS data protection solution and included storage.

Here are five reasons to take a closer look at **Cove Data Protection** for server, workstation, and Microsoft 365 data protection.

A world map with a dark blue background and light blue landmasses. Several red circular markers with white centers are placed on the map, indicating specific geographic locations. One cluster of about 10 markers is located in the North Atlantic region, and other individual markers are scattered across North America, South America, and Africa.

REASON 1

Local cloud storage in your region

Backups stored only on the local network can be vulnerable to ransomware attack as well as natural disaster and hardware failure.

And trying to add cloud capabilities to traditional, local-only backup products only means more cost and complexity for you.

With Cove you get



Fully managed cloud storage. We handle the storage management, making sure the infrastructure is ready as your businesses and their data continue to grow.



Certified data centers in region. Cove comes with more than 20 worldwide data centers worldwide, so you can satisfy regulatory and policy requirements by keeping backups close.



AES 256-bit encryption of your backups, in transit and at rest.



Backup isolation and immutability. With Cove, all backups are isolated and protected with immutable Fortified Copies by default.

How often are MSPs hit by cyberattacks?



MSPs surveyed suffered a cyberattack in the past 18 months that they could not prevent

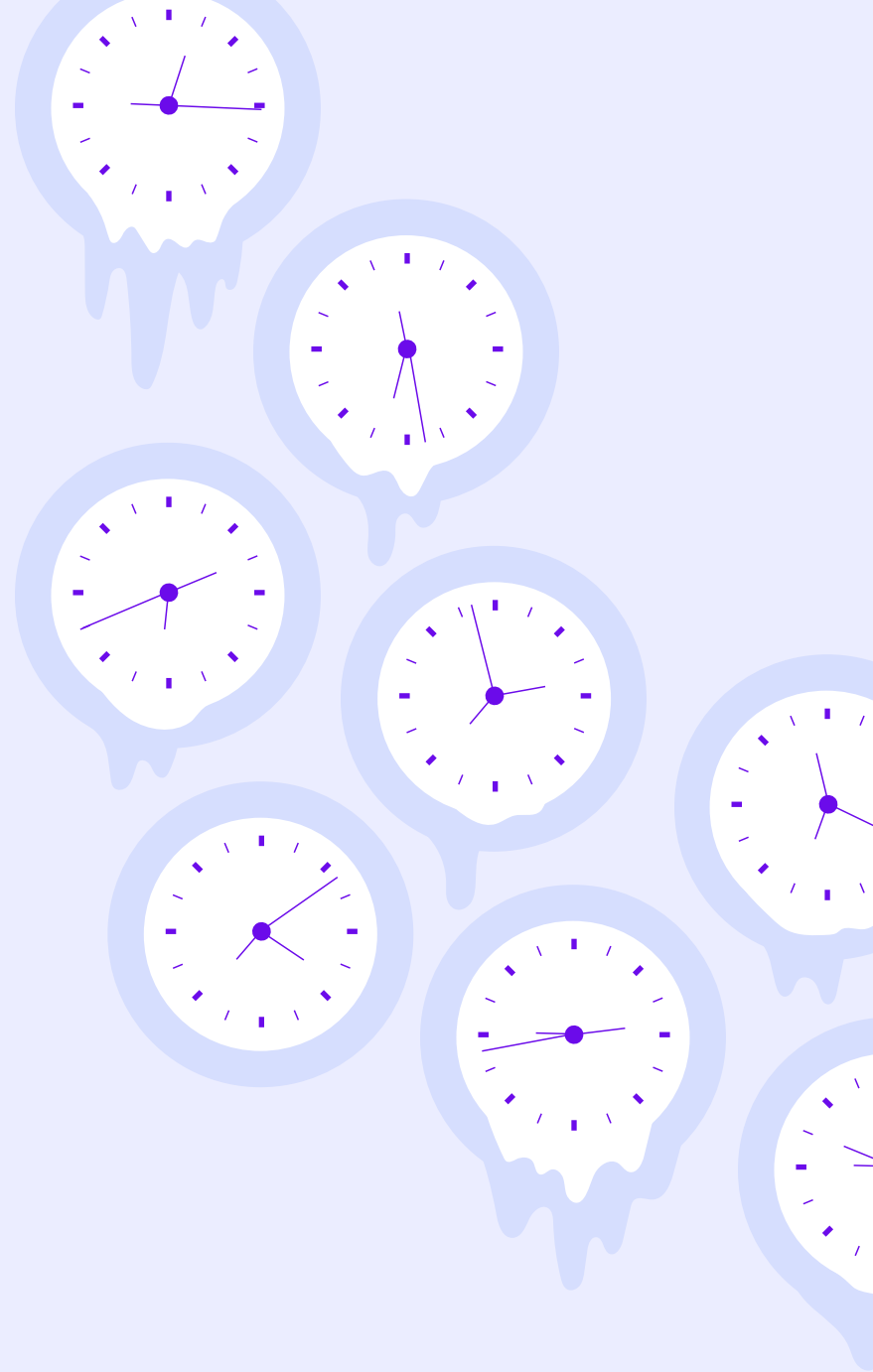
A recent survey of 500 MSPs* revealed that since March 2020, nine in ten MSPs have seen an increased number of attempted cyberattacks against their own business. The average number of attacks prevented by these MSPs has almost doubled to 11 per month, compared to six per month prior to the pandemic. And despite their best efforts at protection, 95% of those surveyed have suffered a cyberattack in the past 18 months that they could not prevent.

In the face of these risks, secure and recoverable backups have become a requirement, not an option.


REASON 2


Spend less time babysitting backups

Skilled technical staff is your most precious asset—and payroll is probably your biggest expense—so don't waste your employees' valuable time.




Does your team find themselves...

 Logging in and out of **multiple backup products and instances** to check statuses and troubleshoot failed attempts.


 **Traveling to remote sites** to maintain and upgrade backup appliances.

Instead...

 **Cove shows you everything**, across all your environments and their data sources, in one screen, with color-coded charts to quickly see what's happening.


 Cove offers **appliance-free, direct-to-cloud backup** with fully remote management. You can also choose to keep a local copy of your backups using the hardware of your choice, but Cove makes it optional.


Does your team **also** find themselves...

 **Updating and patching** a backup application server.

 Training new hires on **complex backup configurations**.

Instead...

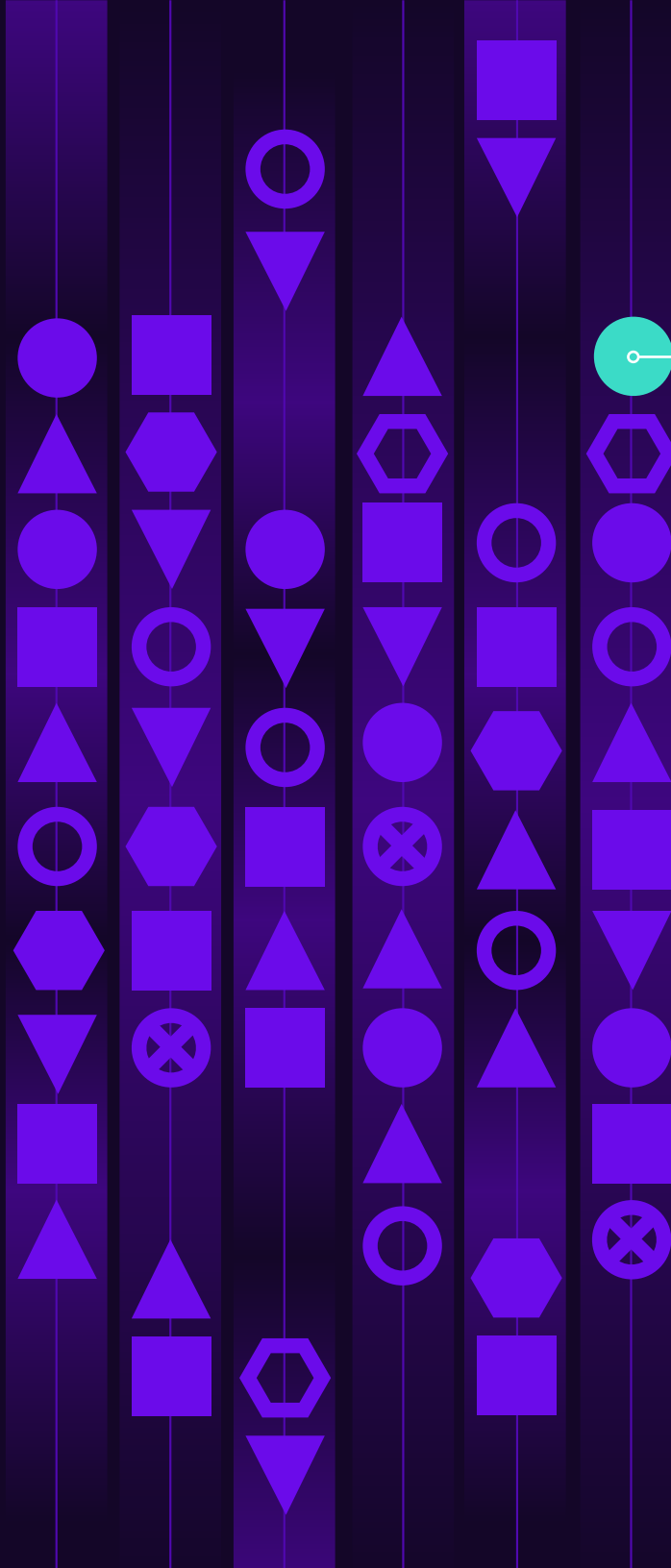
 Cove is a SaaS application, so **we handle the updates for you**. Just log into the web-based console and it's all there, ready for you.

 With Cove, everything is **managed through a straightforward, easy-to-use interface** that allows even your junior techs to manage with confidence. You can also delegate routine file-level restores to your help desk personnel or end users—the choice is yours.

“The amount of man hours we’ve saved, **it’s absolutely brilliant.** It’s night and day. We’ve never seen something like that before.”



Vincent De Beer, COO
Cloud Agile, Ltd.



REASON 3

Move 60x
less data

The background features several vertical bars of varying heights and colors (dark blue, medium blue, light blue). Each bar contains a sequence of geometric shapes: circles, squares, triangles, hexagons, and inverted triangles. Some shapes are solid, while others are hollow or have internal patterns like an 'X' or a dot. The overall aesthetic is clean and modern, suggesting a digital or data-related theme.

**Efficiency
matters.**

Cove's unique architecture was built for **cloud-first** data protection.

Because Cove processes data changes from inside the disk image, the change rate between incremental backups is dramatically lower than with traditional image-level backup—60x lower.

**This makes
fast, frequent
backups to the
cloud feasible,
and brings
additional
resource
benefits:**

- Incremental backups of even large servers are dramatically smaller and faster than with image backup, so you can back up as often as every 15 minutes.
- The limitations of image backup software can force you to make hard choices around data retention. With Cove, your cloud storage is included, and if you want to keep an optional local copy, you can keep five times more restore points on the storage hardware you already have.
- Reduce the impact on network bandwidth. When backups are small and lightweight, they can easily travel over even slow internet connections without disrupting normal transactional traffic. This provides you flexibility in when and how often you choose to back up.

How often are MSPs backing up?



MSPs surveyed
back up servers
every 48 hours
or less often.

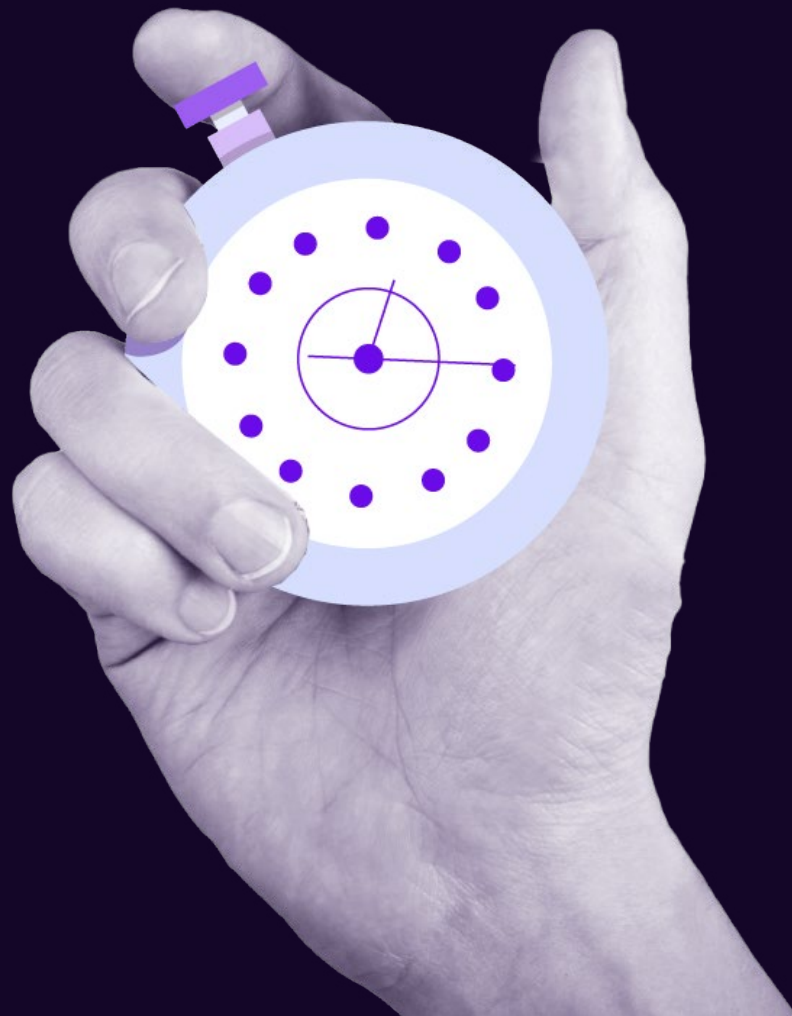
A recent survey of 500 MSPs* revealed that a shocking 73% back up servers every 48 hours or less often. This would leave their customers vulnerable to losing two full days of business data and transactions in the case of ransomware or other disasters.

Daily backups are a standard industry recommendation, but the more frequently you back up, the more protected you are against data loss.

...which leaves their customers
vulnerable to losing

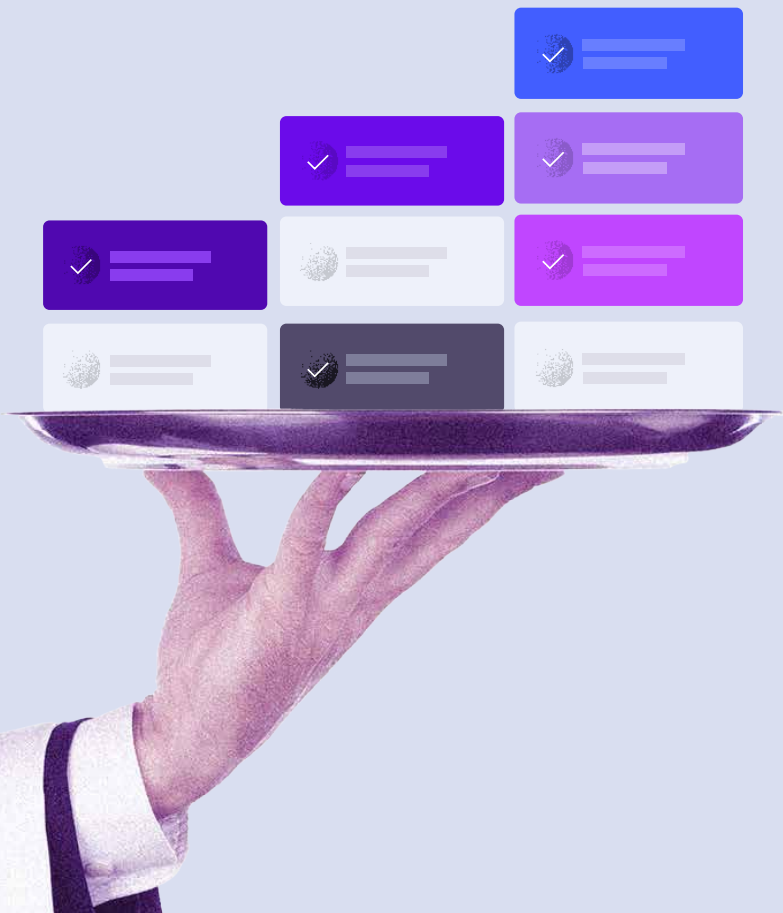
2 days of data

With Cove Data Protection,
you can back up as often
as **15 minutes**,
equipping you
to provide the
highest service
level short of
expensive
CDP products.



REASON 4

Different service levels, one product

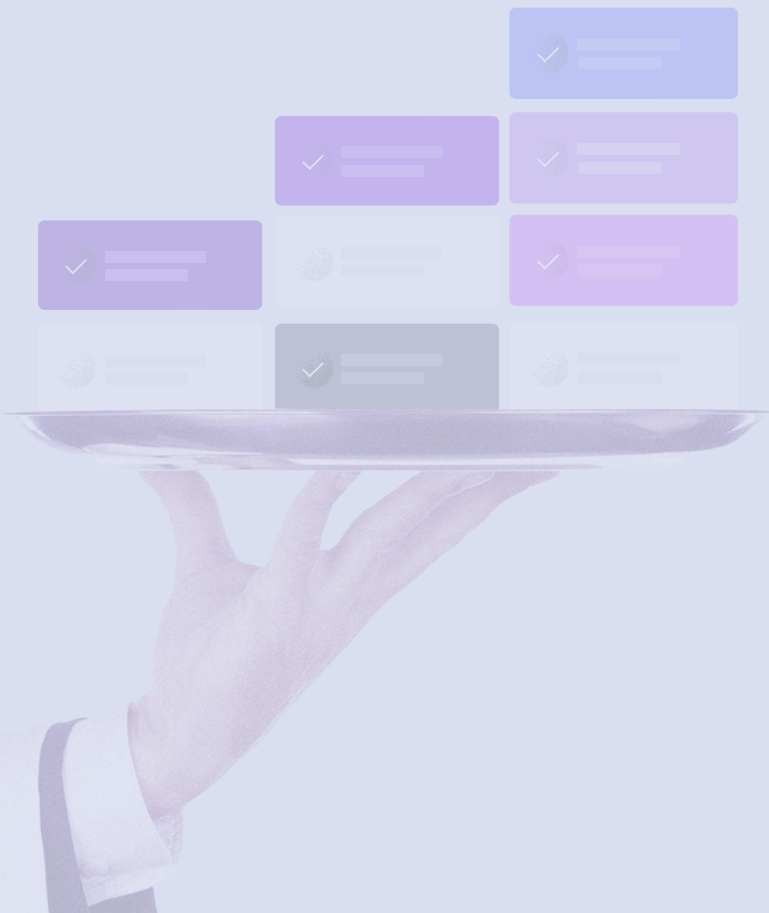


With Cove Data Protection, you can standardize on a single product behind the scenes while offering different service levels to match your needs—including backup, disaster recovery, and archiving for virtual and physical servers, workstations, and Microsoft 365 data.

From full-system recovery and standby images to fast file-level restore, Cove has recovery covered, at no additional cost.

This allows you to...

- Define different service levels, with varying backup frequency and lengths of data retention. Provide higher service levels to critical data sets –without adding to your own costs of service delivery.
- Simplify and standardize operations by using one data protection product for all your users and their data sources. Reduce the chances of human error by performing data protection tasks consistently.
- Add automated recovery testing for a small monthly fee and verify the service to ensure your ROI is met without incurring staff time for testing.



“With Cove, we can build flexible plans and sell them at different prices, **without increasing our cost of service delivery.**”

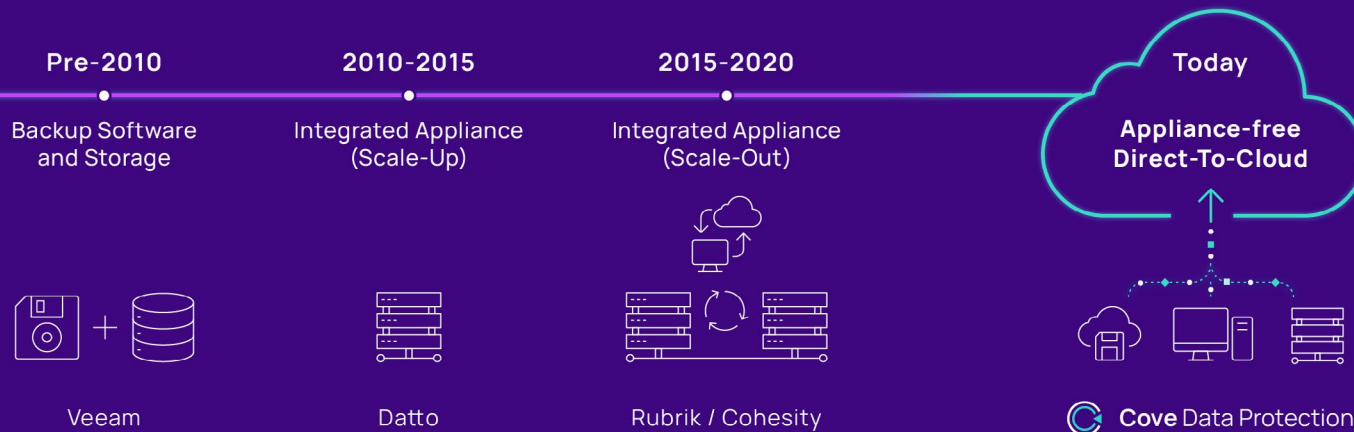


Ben Steel
Envisage IT

REASON 5

Modernize your approach to data protection

Traditional image backup software used to be just fine. Appliance-dependent backup provided extra comfort in the early days of cloud adoption. But for today's cloud-first world, there's a better option. Take a closer look at what traditional backup is costing you, and you'll see the appeal of securing your data in the Cove.

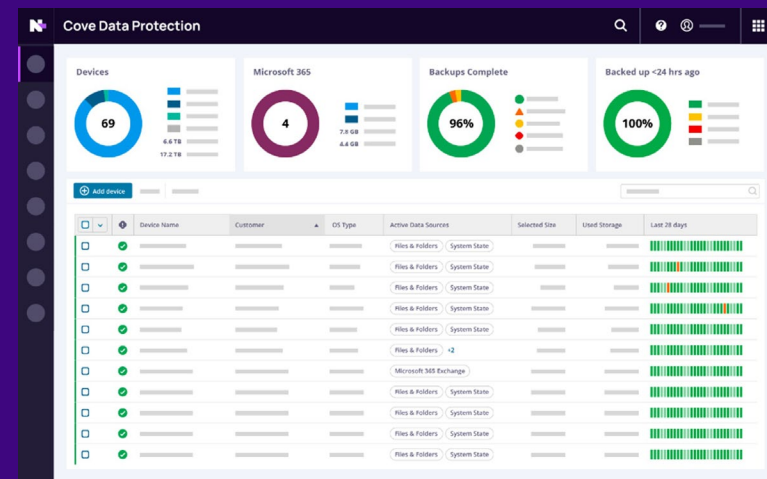


Ready to see for yourself?



Cove
Data Protection™

Starting your free trial is easy. There's no application to download, install, or configure. No appliance or extra storage to buy. Just sign up, log in, and your first backups can be running in minutes.



Learn more and get started at:
n-able.com/products/cove-data-protection



Cloud-first data protection as a service

Cove Data Protection™ provides a safe haven from backup complexity, labor shortages and recovery uncertainty in ways other solutions simply can't.

n-able.com/products/cove-data-protection

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References

*Survey of 500 managed IT service providers was conducted by Coleman Parkes Research in September 2021. Respondents were evenly distributed across the United States, UK, France, Germany, and Italy. More survey details are [available here](#).