

Top 10 Cloud Backup Questions to Ask Your Customers

As small, medium and enterprise businesses look to the cloud to reduce costs, increase IT agility, and enhance IT scalability, backup as a service (BaaS) often represents a starting point for many organizations.

As businesses become more digital, their data moves outside of traditional corporate systems to cloud, personal mobile devices, customers, and partners. Without proper backup and security solutions, organizations can face significant consequences including:

- Loss of intellectual property
- Loss of customer records
- Loss of financial data
- Legal or regulatory compliance risks
- Loss of business reputation

Despite the well-known risks of data loss, many organizations, particularly SMBs, historically lacked the comprehensive data backup and protection they needed. Solutions were costly to deploy and even more costly to maintain.

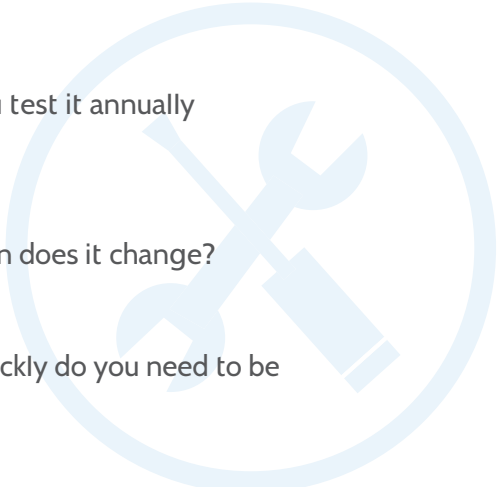
With the advent of BaaS, for the first time, flexible, reliable backup and recovery solutions are now widely available to SMBs, and enterprises, looking to comprehensively protect critical information. These types of solutions enable organizations to leverage the scalability, redundancy, and cost-savings inherent in cloud.

As an IT service provider, it's critical to understand your customers' goals, risk profile and data protection requirements. It is important to assess their current capabilities and processes as well in order to successfully sell, deliver and support the right BaaS solutions for your customers' businesses.

Regardless of customer size, there are 10 key questions you need to ask to ensure the success of a BaaS implementation.

Here are 10 questions to help you get the conversation started with your customers:

1. What are your cloud-migration goals?
2. What type of solution(s) are the most important to you? Check all that apply.
 - Analytics/business intelligence
 - Business productivity
 - Call center
 - Collaboration
 - Customer relationship management
 - Data protection and recovery
 - Email
 - Enterprise resource planning
 - Expense management
 - Financial management
 - Help desk
 - Human resources management
 - Virtual desktop
 - Web presence
3. Have you assessed your current IT infrastructure and identified your technical requirements (e.g. scalability, redundancy, and load-balancing requirements)?
4. Do you currently use cloud services? Check all that apply.
 - Amazon Web Services
 - Box
 - Dropbox
 - Google Apps
 - Microsoft Azure
 - Microsoft Office 365
 - Salesforce
 - ServiceNow
 - Others _____

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5. What is your current data backup and recovery plan and do you test it annually to identify gaps?
 6. What kind of information does your data contain and how often does it change?
 7. How critical/sensitive is your data to your business and how quickly do you need to be able to recover it?
 8. How long does your data need to be retained and what are your requirements for data disposal/destruction once the data is no longer needed?
 9. When it comes to data and information, what legal and/or regulatory compliance requirements are you held to that we need to be aware of?
 10. Which of the following services is your current IT staff able to provide?
 - Migration
 - Management of multi-cloud environments
 - Remote monitoring
 - Troubleshooting and repair
 - Creation of dashboard to help management understand utilization and costs

To learn more about how Westcon-Comstor and its partners can help your cloud business thrive, contact us at

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