



File Protection

# Partner Playbook

Welcome to the File Protection Partner Playbook. The purpose of this document is to assist you in getting started with File Protection, equipping you and your team with the knowledge to market, sell, implement and support the product as successfully as possible.

Thank you for choosing File Protection to provide continuous file and folder backup to your clients, and we look forward to working with you moving forward.

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## Getting Started

### Welcome Emails

To initiate your set-up process, the main contact who signed your File Protection Order Form should have received an email with the subject line "Welcome to Datto File Protection Manager", inviting them to activate their account.

If you can't locate this email, please request we resend the welcome email by sending an email to: [orderproc@datto.com](mailto:orderproc@datto.com). Once you have activated your account by clicking the link in the welcome email and setting a password, you will be logged in to File Protection Manager. You will then be able to create additional File Protection Manager users if desired.

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**Note:** *The person logging in should be the primary administrator for File Protection. If you are not this person, please identify the correct individual and ask them to request a new login by sending an email to the address above.*

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### Technical Training

Datto requires that all new File Protection partners have at least one technical resource attend our FREE technical product training on-demand webinars to help get started with File Protection as quickly as possible. These webinars cover implementation, configuration, and management of File Protection, along with how to benefit from integrations with Autotask PSA and Datto RMM.

If you need additional assistance getting started with File Protection, please review the Help sections (linked to below), contact your Account Manager, or email [implementation@datto.com](mailto:implementation@datto.com).

### Technical Support

As a Datto partner, we understand you will provide direct support to your clients, and Datto will provide next level support to you. Datto offers partners a robust support infrastructure designed to help you address any challenges you encounter with the product on behalf of your clients. All partners are given access to 24x5 standard support and 24x7 emergency support.

### Self-Help Options

Partners and users can access support via self-help options. You can easily search on a topic or search via the top navigation menu.

- [File Protection Manager Help](#) - intended for you and your team. This can also be accessed via the Support menu in File Protection Manager.
- [File Protection End User Help](#) - intended for your clients. This can be accessed via the Help menu in File Protection Online or in the About window in Workplace Desktop. These help menus include the option to raise a support ticket with you, using the Support details you configured in File Protection Manager.



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## Getting Support from Datto

If you need to raise a support ticket with Datto, please follow the steps outlined in [this article](#) and click through to our dedicated Support Portal. Please ensure to provide the relevant IDs and a clear issue description as these are required for our support team to assist you.

## Service Status

To view the current status of the File Protection service, click [here](#). The status page is also available from the Support menu within File Protection Manager. We recommend you subscribe via this link to receive automated notifications about File Protection status updates and to track the current status in the event of an outage.

## Sales Enablement

This section contains tools and information to help you and your team get up to speed quickly with selling File Protection to your clients and prospects.

### Sales Support

Your Account Manager will be your primary point of contact and a great resource for you as you work through this playbook and start providing File Protection to your clients. They will help you access available resources we have to help you including, but not limited to:

1. Coordinating technical or sales resources from Datto to help you win new business.
2. Setting regular meetings, such as monthly and quarterly, to review opportunities in your pipeline, assist with generating new leads, and review past efforts and plan for the future.
3. Answer questions you have about the tools and resources we have available to support your efforts.
4. Escalate open support issues if needed.

### Potential Data Loss Risks

As the trusted advisor for your clients, it is up to you to be proactive and help your clients be prepared to recover from potential data loss risks. We recommend discussing the following scenarios when speaking to clients about the value File Protection might bring to their business:

1. **Human error** - accidental deletion/change to data continues to be a key driver for data loss, impacting productivity if workers have to spend time repeating previous work..
2. **Ransomware attacks, malware, data corruption** - data can be lost or damaged due to malicious cyber attacks, or through hardware/software faults.
3. **Hardware failure** - despite improving hardware reliability, laptops still last on average just 3 years, making data loss due to sudden hardware failure a reality.
4. **Hardware theft or loss** - as the workforce becomes more mobile, it is more likely devices such as laptops are lost or stolen.
5. **Environmental events** - we hear more and more about natural disasters and the impact they have on businesses. Whether it is fire, water damage, or a tornado, you need to put safeguards in place to protect clients' business data.



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Discussing these risks with your clients, and the impact they can have on their business and employee productivity will help them understand the value of backing up business data and files and folders across their laptops and other devices. Remember, data loss happens every single day - in particular, due to human error such as accidental deletion. Having a simple, secure, automated way for this data to be protected, and restored, can mitigate these data loss risks.

## Key Discovery Questions

Your clients may be backing up files and folders on their endpoints today, using a variety of different methods and solutions. Here is a list of useful questions to ask your clients to understand how well they are protecting themselves against the above data loss risks:

### 1. Existing backup solution

- How do you protect business data stored on laptops and workstations?
- With your existing solution, can you backup on any connection? Are you reliant on a connection via VPN?
- Do users have to manually backup their files?
- How do you know if it's being backed up frequently, or at all?
- Are the backup files retained on the same location, or stored somewhere offsite?

### 2. Data loss

- Have you suffered any data loss on your devices recently, including from human error? *Refer to the risks outlined above.*
- What was the impact of this on productivity and the business? *This can include lost productive time, reputational damages, financial loss.*

### 3. Restoring data

- How do users restore data?
- How long does this take?
- What's the impact on their ability to work?

### 4. Getting support

- If something goes wrong, how do you get support?
- How long does support take to help?

## Datto Partner Portal

As a Datto partner, you will also have unlimited access to the Datto Partner portal, which will be your single pane of glass into everything Datto going forward. Datto has developed a robust set of sales, marketing, and business development tools you can use to generate leads and increase revenue. Partners can access all these tools in the partner portal to help take your business to new heights. Some highlights are as follows:

- Get the latest Datto news and updates
- Access training and sales resources
- Launch marketing campaigns in MarketNow
- Monitor and manage solutions
- Shop in the product store
- Much more!

To help you get started, view the partner portal walkthrough video [here](#).



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## Marketing Support

The goal of this section is to help you start building awareness for File Protection with all your clients and prospects by sharing key marketing assets we have made available to you in MarketNow, your personal marketing automation platform from Datto.

### MarketNow, Not Later!

You can't afford to wait to start building your lead funnel, so MarketNow, not later! What is MarketNow? Datto and Mindmatrix have joined forces to build our partners a robust marketing and sales enablement platform called MarketNow, comprised of an easy to use marketing automation platform and ready-made marketing and sales assets to help partners go to market with ease. We have done the heavy lifting for you by creating pre-built email and social drip campaigns, co-brandable assets, email templates, landing pages and more. MarketNow is available to all active Datto partners as a key benefit of the partner program.

### MarketNow Benefits:

1. Setup and launch File Protection marketing campaigns in minutes
2. Use lead scoring to convert hot leads quickly to real sales opportunities
3. Enhance your web and social media presence
4. Co-brand collateral easily to strengthen your brand to clients and prospects
5. Get quick access to dashboards for a snapshot of key metrics
6. Simplify sales onboarding with easy to use playbooks

### How to Access MarketNow

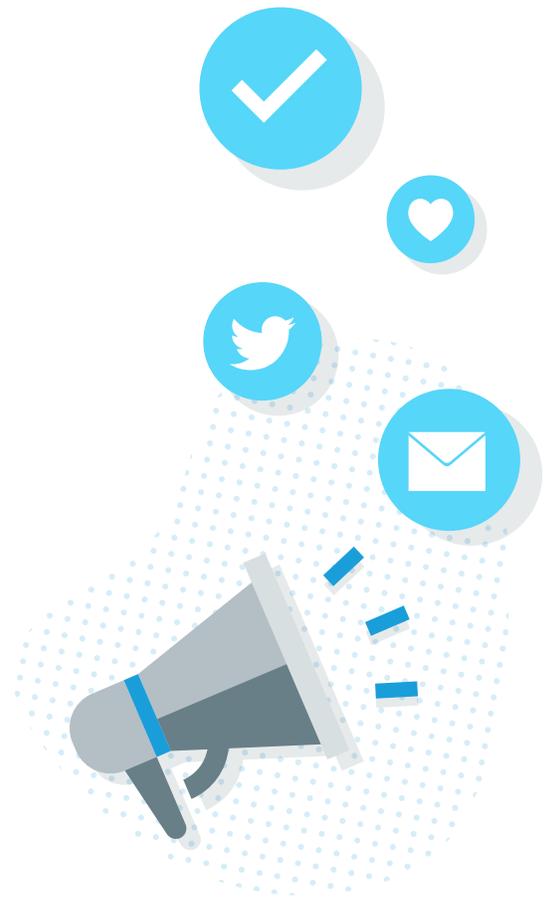
All new partners access MarketNow via the Datto Partner Portal [here](#).

### MarketNow Training

All partners are eligible and encouraged to take the free MarketNow live or recorded onboarding sessions. Click the links below to register:

- [Live onboarding](#)
- [Onboarding recorded webinar](#)

### MarketNow Recommendations



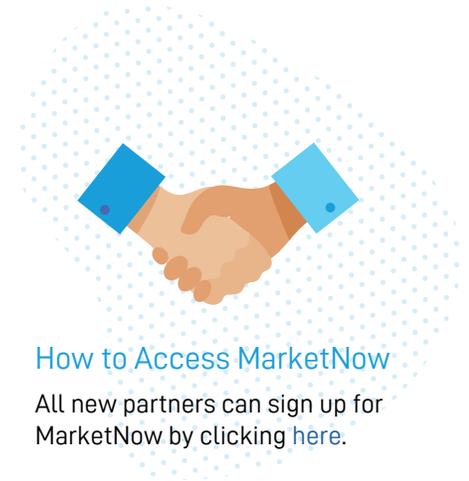
To help you get the most value from MarketNow, we recommend you take the following actions:

1. Dedicate a resource to work with MarketNow.
2. Setup account and profile within 2 weeks of receiving credentials.
3. Activate an email or social drip campaign within 30 days of receiving credentials.
4. Provide feedback to your account manager to help us continue to develop the platform and provide you the best content and experience possible.

## MarketNow Concierge Services

We know that partners sometimes have limited resources and need help with their marketing and sales efforts, this is why we are proud to announce an expanded partnership with Mindmatrix to offer multiple programs exclusively designed for Datto partners. Regardless of your business size and needs, you can select the program that works best for you to help increase sales and get the most out of your MarketNow

For more details on the various services offered and/or to signup, click [here](#).



### How to Access MarketNow

All new partners can sign up for MarketNow by clicking [here](#).



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