A Look at How Axcient's Patented Chain-Free Tech Means Unlimited Storage and Retention for All Our MSP Partners

Axcient

Axcient has included unlimited data storage and retention as part of our business continuity and disaster recovery (BCDR) solutions for years. Still, we recently discovered that some MSPs didn't believe it. After talking with MSPs, we realized other solution providers claiming limitless data storage and retention were muddying the waters of what we thought was a pretty straightforward concept. So we're breaking down what exactly is included, how we do it, and why it's different from the other guys.

As we all know, marketing claims are just that – they're claims. So you have to dig deeper, get past the buzzwords, and read the fine print to see what you're really going to receive for what you're paying. When doing your due diligence on storage and retention, these are the questions you need to ask:

Does it cover all use cases?

Small to medium-sized businesses (SMB) need endpoint, server, and cloud-to-cloud backup, which means MSPs need solutions for all use cases. This is where many MSPs accumulated overlapping solutions that lead to vendor sprawl. In an attempt to satisfy a range of clients, MSPs can grow their stack to the point that the staffing and management required is cutting into profits. Axcient x360Recover Direct-to-Cloud (D2C) solves most business use cases with just one solution – endpoint and server backup, hardware-free BDR, turn-key BDR, and public or private cloud backup – all with unlimited data storage and retention.

What does "unlimited" actually mean?

At Axcient, unlimited means unlimited. Axcient backs up any volume of data you have – C drive, D drive, and so on. If you have multiple hard drives and storage devices, we back those up too. Direct-to-Cloud backs up all servers, regardless of their size. We don't do tiered pricing, so there's no option to upgrade or downgrade – unlimited storage and retention is included with your Axcient partnership. No strings attached, no surprise overage fees, or surprise fees.

WORK SMARTER, NOT HARDER WITH CHAIN-FREE BCDR

Chain-Free backup eliminates all of that extra work of rebasing, reseeding, consolidating, and managing chains. Each chain-free backup is independent, and MSP technicians can focus on value-added tasks rather than adding to vendor management costs.

WHY DO LEGACY SOLUTIONS HAVE DATA BLOAT?

In traditional chain-based backup in any direction, each incremental backup depends on the previous or former incremental backup, and a data corruption makes the chain entirely unusable. Chain maintenance wastes storage and leads to data bloat, so other vendors don't offer unlimited storage and retention without charging a top-tier premium.

RIGHT-PRICED SECURITY FOR ANY SIZE CLIENT

Tiered storage and retention options tempt clients to choose lower quality protections that could compromise their ability to recover or meet compliance standards. The high pricepoint of the best tiers will price SMBs out or eat into an MSPs margin.

WHAT IS THE PRICING STRUCTURE?

Axcient's simple pricing is a straight per-device or per-server flat cost. There are no retention time restrictions, and data pooling is allowed per Axcient's public and transparent Fair Use Policy.

Other backup providers rely on tiered storage and retention options that can be cost-prohibitive at all levels. Multiple tiers usually mean there are numerous ways the vendor is cutting down on the "unlimited" storage and retention advertised. Often, there may be restrictions on the amount of backup allowed or the type of backup the vendor supports. For example, vendors commonly limit C drive backups to 1TB of data or less, and many vendors cannot cloud-backup servers at all. Higher overhead costs from pricing that favors the vendor will lower profits, so be sure those extra expenses add value to your MSP and your clients.

We Do It with Propriety Chain-Free Backup Technology

Axcient includes unlimited data storage and retention because we have the proprietary technology that solves the data bloat pain point for MSPs and their clients. As a 100% MSP-only solution provider, we're focused on enabling our Partners' growth with best-in-class innovation and automation. Axcient's modern Chain-Free backup technology differs from legacy solutions in that you don't have to manage chains manually.

Chain-Free backup starts the same way as chain-based – you still do your first full backup, and you still do incremental backups, but data is stored in a native virtualized state with a pointer array algorithm. That means each recovery point is independent. Now, when corruption occurs, bad data blocks are isolated and can be independently deleted without risking the integrity of your backup dataset. Previous backups can still be recovered, and there is no disruption to new incremental backups and the data post-corruption. Chain-Free backup means no data loss, no data bloat, and no wasting time or storage having to start new chains, consolidate, or reseed.

X360Recover Direct-to-Cloud (D2C) gives MSPs:

- **Unlimited Storage:** Now that storage capacity and data bloat aren't problems – because there isn't any duplicated backup data – there's no risk of surprise overages, large storage space requirements, or over-provisioning "just in case."

- **Unlimited Retention:** Easily meet multi-year compliance standards and shorten recovery time with always-available backup data. Because the points of failure don't increase with each backup, and since there are no dependencies to break, each backup is entirely independent.

- **Near-instant Recovery:** No chains means no base image requirements for restore, no consolidation, and no staging space. It significantly reduces the complexity of recovery to ensure uninterrupted business continuity.

- **Long-term Compliance:** With legacy chain-based solutions, the set of potential failure points compounds with time. The longer the backup chain, the more susceptible to corruption the entire backup dataset becomes. MSPs have to start the chain over every one to two years with almost no exception. We solved for chain corruption with x360Recover Direct-to-Cloud's patented Chain-Free foundation.

How Does x360Recover D2C Enable Unlimited Data Retention?

With Chain-Free backup, there are no time constraints on how long you can backup data without needing to start over. This is especially important for clients in highly regulated industries like healthcare, legal and financial services, and government that require three, five, seven, or even 10-year retention periods. Even if you lose a few backups due to corruption, you do not lose the data because each Chain-Free backup is independent of other backups. The corrupt pieces of data can be isolated without affecting the rest of the backups.

Efficiency and Ease of Management

Legacy chain-based solutions require manual and time-consuming processes to start initially, for ongoing management, and to start over when corruption occurs. As time passes, chain-based technology's vulnerability to corruption increases with each passing day and requires that new chains be started annually or bi-annually. Having to take a new base or full image backup to start a backup chain from scratch, reseed the data after the new base is created, and manage the old chain – often copying it onto some kind of storage media—demands dedicated time, expertise, and overall, costs, that could be spent otherwise.

Chain-Free backup eliminates all of that extra work. Because each backup is independent, there is no chain to break and no need to rebase or reseed. As a result, MSP technicians can focus on value-added tasks rather than adding to vendor management costs.

Security For All

Providing tiers implies that storage and retention caps will still deliver business continuity and data protection when that is not guaranteed if the solution is inadequate. MSPs could be liable for failing to fully protect their clients in states where regulations penalize MSPs when their clients suffer a breach. Limited data storage and retention puts both MSPs and their clients in jeopardy of losing critical data and puts their businesses and reputations on the line.

Axcient's flat fee per endpoint or server provides true unlimited storage and retention for nearly all client types and sizes. MSPs can ensure their clients get the best solution available to protect their data. MSPs can cultivate and build on a trustworthy relationship with clients without uncomfortable and reoccurring conversations about storage overages and surprise fees. Built-in protections like unlimited storage and retention show clients that their MSP understands the benefits of the cloud and hybrid environments and is securing their business to withstand today's cybersecurity landscape.

Ready For the Real Deal?

x360Recover Direct-to-Cloud (D2C) is built using Axcient's Chain-Free technology to provide unlimited data storage and retention and give MSPs a single, reliable backup platform to enable overall business growth. Axcient goes above and beyond legacy technology to solve for long-term retention and data bloat while delivering on the economic promise of the cloud. We make unlimited cloud storage affordable and attractive for all companies, regardless of size. See what your MSP could do with genuinely unlimited storage and retention by taking an inside look at Axcient.

Start your Free 14-Day trial now, with no obligation or credit card required.

axcient.com/trial-signup

ABOUT AXCIENT:
Axcient is an award-winning leader in business continuity and disaster recovery for Managed Service Providers (MSPs). Axcient x360 provides one platform for MSPs to Protect Everything™, and includes BCDR, Microsoft 365 and Google Workspace backup, and secure sync and share. Trusted by more than 3,000 MSP partners worldwide, Axcient protects business data and continuity in the event of security breaches, human error, and natural disasters.

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