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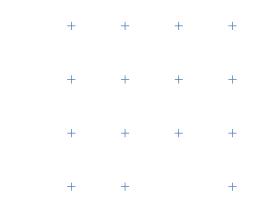
Create a recurring revenue stream with Carbonite® Endpoint

Generating monthly recurring revenue (MRR) is highly beneficial for IT providers. MRR makes budgeting more predictable and allows you to better plan for growth. That's why many successful IT providers offer subscription-based ervices in addition to—or in place of—project-based "break-fix" support.

Data protection is a natural fit for a subscription service, since it is a repeating task that requires ongoing management. That's because as businesses create and alter data, it must be protected over time. So, whether you are looking to start generating MRR or you are building out your service portfolio, offering data protection services can be a profitable option.

Endpoint backup as a service

Endpoint backup is an important component of complete data protection. Today's workforce is highly mobile and business data is often widely distributed, and protecting endpoint data from accidental deletion, theft, and malware is more important to businesses than ever. That's why endpoint backup represents a significant opportunity to generate MRR.

Calculating the potential MRR of your endpoint backup services is relatively straightforward. Below is a basic example:

Number of endpoints under management	150	
Per-user endpoint backup cost	$50	150 × 50 = $7,500 7,500 x .40 = **$3,000 MRR***
Your markup	40%	

Choosing an endpoint backup solution

Today's endpoint backup tools, such as Carbonite Endpoint, make protecting your customers' endpoints simple and straightforward. Look for products that offer flexible, streamlined deployment options, centralized management, and features that minimize disruptions to your customers during backups.

Protecting multiple endpoints can be challenging, but Carbonite Endpoint offers features and functionality that are designed to put IT providers in control. These include:

- Centralized deployment and management
- Policy controlled backups with no impact on end-user productivity
- Secure, remote data access from any device, anywhere, anytime
- Security features such as global location tracking, remote wipe, and poison pill

Endpoint backup might be delivered as a standalone service or be packaged with others like server backup, disaster recovery, filesync and share, or endpoint security. Whether you bundle services this way or offer them à la carte will be dictated by market demands and your personal preferences. Finally, Carbonite Endpoint offers monthly (or annual) subscription-based pricing that matches the way you price your services.