

# Datto Backup Hero Reports

Demonstrate Your Customer Value Easily

In this fast-paced, crowded MSP market, demonstrating your customer value can be the difference between your customers staying with your business or rushing to the MSP next door. Although proving your value to your customers can be challenging, with Datto backup Hero reports, it won't be anymore. Hero reports empower you to easily demonstrate the value of your service loud and clear to your clientele.

Hero reports help you regularly deliver automated, customized, insightful reports to your clients regarding their backup status and disaster recovery (DR) readiness – for every Datto backup product you offer. By using Hero reports, you become more than just an MSP – you become a strategic partner with proof of your client's success. With [customer churn rates as high as 30% in the global market](#), Hero reports help you eliminate customer churn and position your services as a premium offering, resulting in better margins.

## 100% customizable

Hero reports have customizable formatting and optional sections tailored to meet each client's needs and preferences. The schedule and frequency of the reports can also be adapted to fit your client's requirements.

## Insightful and simple reporting

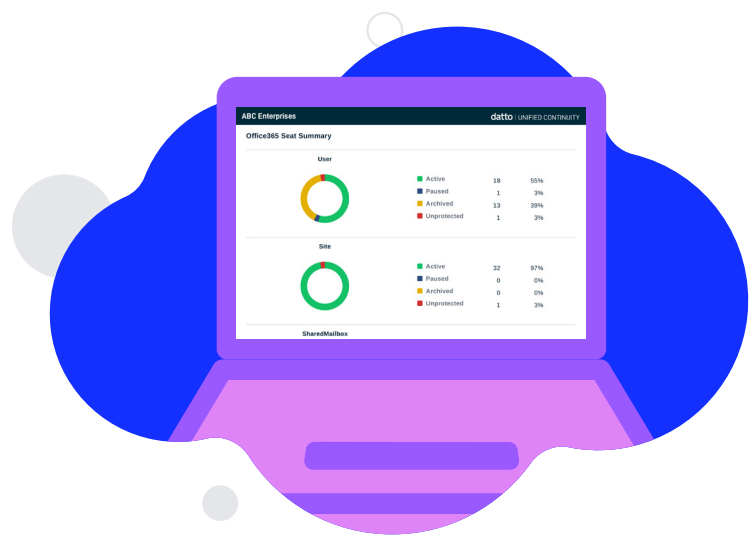
Leveraging third-party tools for reporting leads to superficial integrations and workflow complexities. Hero reports eliminate those complexities and seamlessly summarize all backup activities you provide. Also, you can configure one report per organization in one place for multiple modules.

## Save up to 75% of technician time

You can significantly reduce the time your team takes to prepare customer presentations and quarterly business reviews. Hero reports minimize time spent on manual reporting by up to 75% – all while providing more accurate and in-depth details.

## The most complete backup portfolio

These reports are available across the backup portfolio of Datto, the world's largest vendor of proven, reliable and secure BCDR solutions for MSPs. You thus have a one-stop shop for all your clients' backup and recovery needs – and the evidence for the delivered value.



## No additional investment

Hero reports are available free of charge for every Datto backup customer. Most Datto backup solutions deliver immediate return on investment for MSPs, with larger margins and no CAPEX investment.

**Go the Datto way and take your MSP to the next level by unleashing absolute proof of your customer value with Hero reports.**

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