How Kelley Connect Drives Business with Datto Saas Protection

Mark Tschetter, is Director of IT Services at Kelley Connect a managed service provider (MSP) that has been in business since 1974, serving the Pacific Northwest.

After becoming a Datto partner in 2019, Kelley Connect quickly earned the distinction of becoming a Blue Diamond partner, the highest status available in Datto's Global Partner Program. Learn how Kelley Connect utilizes both Datto Continuity and Datto SaaS Protection successfully to serve their clients.

How to Position Datto SaaS Protection Effectively

Kelley Connect worked with a client who didn't see the value in or need for a SaaS backup solution. With the increase in remote work and migration to the cloud, their client began to utilize Microsoft 365 applications such as Teams and Sharepoint. When Kelly Connect's Director of IT Services, Mark Tschetter, asked the client if they knew how their data was being used or where it was going, they didn't know. That conversation was the catalyst that opened the door for a discussion on SaaS Protection. It was then the client realized there was more at risk than just emails.

Kelley Connect ensures they include Datto SaaS Protection as part of their solution and explains to their clients that they don't want to shoulder the risk of lost data. Many clients of Kelley Connect work with big names, like Microsoft and Google, and assume their data is protected, but it's not. While client education is critical in selling SaaS protection, clients rarely negotiate the price. Mark explained their experience, saying, "I rarely see an objection when it comes to price. It's so affordable and we think of it as one of the cheapest insurance policies you'll ever buy. It's really a no-brainer."

Datto SaaS Protection is a Business Driver

The salespeople at Kelley Connect utilize Datto's sales and marketing resources to educate their market and successfully incorporate SaaS Protection as a differentiator in their sales pitch. Mark shared how the solution helps drive further revenu for the company saying, "Datto SaaS Protection is also a great way for us to capture the client's Microsoft 365 license and drive top-line revenue." He went on to explain how bundling the Microsoft 365 license and Datto SaaS Protection puts Kelley connect in a position to manage the licensing and the backups, establish trust with a client, and create opportunities for Kelley Connect to offer additional solutions and services. "It is the tip of the spear for us. It's easy to deploy, and we can't say that about other solutions." Mark said, "We can have new clients up and running fast which has a big impact and is a quick win for our business."

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Operational Efficiency

Standardization is a key to Kelley Connect's growth and ability to scale, and Datto's partnership helps them do just that. Datto SaaS Protection is compelling and super simple. Mark shared the value of Datto's SaaS solution and partnership when he said, "Efficiency is so important to us. You don't need a ton of technical expertise to use this product, and if we do have an issue, Datto's technical specialists are there to help us resolve it quickly. I wish all of the products in our suite were as simple and easy to use as Datto SaaS Protection."

Sales Strategy to Drive Urgency

To drive urgency with their clients, Kelley Connect uses a short and sweet disclaimer that Datto offers to partners. Asking clients to sign this document emphasizes SaaS Backup's importance and encourages clients of Kelley Connect to think twice before signing. It helps Mark and the whole Kelley Connect team reiterate that SaaS data is susceptible to downtime and data loss, and Kelley Connect won't be liable if you don't add this backup product.