



Cloud Protector Service



Cloud Protector – the SaaS Escrow Service from Plan B

As a Software as a Service (SaaS) provider, gaining competitive advantage can increase sales conversion rates and add revenue straight to your bottom line. With increasing awareness of the risks associated with the cloud, customers are becoming more cautious about who they're buying from. This offers you the perfect opportunity to win confidence from your prospects and gain market share.

Key concerns for SaaS buyers are:

- What happens if my cloud provider runs into financial difficulties?
- How do I retain control of my data and business continuity?
- What happens if there is a hardware failure and I lose access to my critical business systems? What does the DR plan look like and how long will I be without systems for?

CLOUD PROTECTOR

Plan B Disaster Recovery has come up with a solution for SaaS providers which will enable you to offer your customers a unique protection service for their business critical system. Called 'Cloud Protector', our Escrow service can be written into your terms and conditions. It offers your customers **guaranteed continuation of service** via an independent provider (Plan B) should you be unable to provide service as usual. And it will prevent your customers from ever being held at ransom by an insolvency practitioner, or losing access to their systems and data.

HOW DOES IT WORK?

Plan B will hold a copy of your systems, which will be replicated and tested every 24 hours to guarantee smooth continuation of service if required. In the eventuality that you can no longer provide service to your customers, those under the Escrow agreement will be given immediate access to their service from Plan B for the period of time outlined in their contract with you. There will be no interruption to the service whilst it is switched over.

WHAT ARE THE BENEFITS?

As the SaaS provider, you will increase your competitive advantage by taking the risk away for your customer when investing in a cloud solution. Your sales conversion rates will therefore increase, as will revenues and profit margins.

Your customers will benefit from the peace of mind that they have an independent provider who can guarantee IT continuity should anything happen to you. Costs can also be carefully controlled so there are no nasty surprises if an insolvency practitioner were to become involved.

This offers you the perfect opportunity to win confidence from your prospects and gain market share.

To learn more about our SaaS Escrow services contact Plan B on 08448 707999 or email info@planb.co.uk