



# DESTINATION MSP GROWTH

HOW BETTER BACKUP CAN HELP  
YOU OPTIMIZE AND GROW

A practical guide for MSP owners





# YOUR CHALLENGE: DELIVER GROWTH IN A TRANSFORMED BACKUP LANDSCAPE

For years, backup was a relatively straightforward proposition for MSPs: make a copy of your customers' data and make sure you can restore it when something goes wrong.

That job hasn't gone away. But the environment around it has changed dramatically.

Customer data now sits across endpoints, servers, virtual environments, SaaS platforms, and Cloud services. Threats are evolving. Customers are asking more questions about security, resilience, and where their data is stored.

Backup has become much more than a recovery service. It now has implications for security, migration, data management, and the customer experience. Meanwhile, MSPs are looking to increase revenue while managing costs and operational complexity.

Effective backup helps you earn customer trust, optimize operations, and grow a more scalable, profitable business.

## WHAT MSPS NEED FROM BACKUP IS CHANGING

### Protect more

Increased attack surfaces and more sophisticated threats require faster, more resilient protection.

### Work smarter

Manual monitoring and fragmented management consume time that could be spent with customers.

### Deliver more value

Backup can support conversations around security, resilience, compliance, and business continuity.

### Scale profitably

Growth is only valuable if the business model controls costs while increasing revenue.

This guide explains how backup is changing, and shares six ways that effective backup delivers growth for MSPs.

# WHY BACKUP HAS BECOME MISSION-CRITICAL FOR MSPs

Four key forces are changing the role and importance of backup.

## 1. Technology is evolving

Cloud services, SaaS, virtualization, and distributed infrastructure have changed where customer data lives. Backup now needs to work across increasingly diverse environments, not just protect a server or workstation in the customer's office.

## 2. Security is moving closer to backup

A successful attack can compromise primary systems and their backups. Immutable storage, isolated copies, and reliable recovery are, therefore, increasingly part of the security conversation.

## 3. Compliance is becoming more nuanced

Sovereignty is an increasing priority,

and customers need control over data location, access, retention, and transfers. For an MSP, that means the question isn't simply "Where is my backup stored?" but "Who can access it, where can it travel, and how does the whole service fit our customer's requirements?"

## 4. MSPs need new routes to growth

The MSP GLOBAL Summer 2026 State of the Industry report found that 44% of MSPs identified adapting to new technologies as a top business-health priority, while the number looking to expand service offerings had almost doubled since the Spring report. Standing still in a fast-moving market means falling behind the competition.

MSPs aren't just looking for more backup technology. They're looking for technology that helps them adapt, differentiate, and grow.



**"Just because data is stored in the cloud, doesn't mean it's protected. That creates a huge opportunity to provide backup as a service."**

**JOSH FLORES**

General Manager

Comet Backup



# GROWTH ENGINE 1: SECURITY

## Backup is critical to the security conversation

IBM research found that AI-driven cyber attacks increased by 56% in 2025/26, costing an average of \$6m per breach. Customers don't just want to know that their data is backed up. They want confidence it will still be there after a security incident – and that recovery will be fast and fully effective.

### A stronger backup service should therefore address:

- ransomware resilience
- immutable or write-protected copies
- encryption
- access controls
- retention
- recovery objectives
- backup testing
- data location and sovereignty

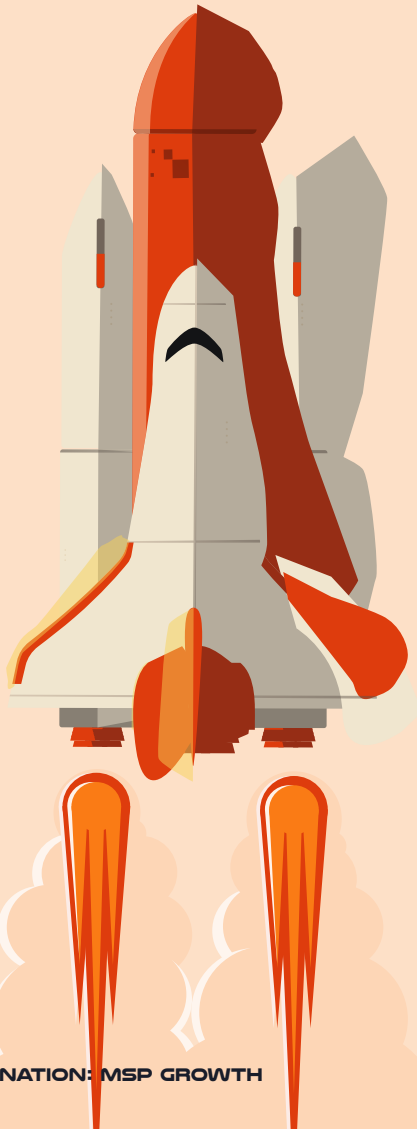


**“Technologies such as Object Lock give backup an increased security role, while effective backup also integrates with other security technologies.”**

**ADAM WIEN**  
Product Director  
Comet



# GROWTH ENGINE 2: COMPLIANCE



## Data compliance adds critical value

Backup is a key compliance consideration and needs to be seen as part of a much broader challenge created by Cloud adoption. MSPs and their customers now need to think about where data is stored, which jurisdictions apply, and how secure and reliable the underlying infrastructure is.

This can be immensely complex for ordinary businesses, creating an opportunity for MSPs to provide specialist knowledge rather than simply sell backup.

Compliance as a Service is a growth opportunity, but compliance doesn't have to become a separate service line to create value. It can (and should) become part of how you design and discuss the services you already provide.

### Compliance questions MSPs need to answer:

- Where does the customer's data need to reside?
- Who should be able to access it?
- How long does it need to be retained?
- What happens if the primary environment is compromised?
- How quickly does the customer need to recover?
- When was recovery last tested?

For global MSPs, especially those in Europe, sovereignty can add another critical layer. Sovereignty isn't simply a question of where data is physically stored; access and data transfers can also matter.

That's why any backup platform, whether controlled by the customer or the MSP, should provide complete clarity and flexibility over where data is stored and processed.

# GROWTH ENGINE 3: OPERATIONAL EFFICIENCY

## Increase profitability through effective operations

There is a hidden cost to backup: the human time required to manage it. Traditional environments can leave MSPs monitoring multiple systems, checking failed jobs, troubleshooting issues, and moving between consoles.

Every MSP knows the time drain that comes with “babysitting” backups.

Inefficient backup operations lead to significant staff time spent simply checking that backups are working and resolving problems.

That creates a simple business problem: if every new customer adds proportionally more administration, growth eventually becomes expensive.

## To deliver profitable growth, MSPs need backup provision that can:

- centralize management
- support multiple tenants
- automate routine tasks
- standardize policies
- reduce unnecessary data movement
- simplify monitoring
- integrate with your wider technology stack.

The best backup platform isn't necessarily the one with the most features. It's the one that lets your team protect more customers without creating an equivalent increase in workload.



# GROWTH ENGINE 4: AI-ENABLED EXPERIENCE

## Improve efficiency and transform UX with integrated AI

AI is moving quickly from experimentation into day-to-day MSP operations.

The MSP GLOBAL State of the Industry report found that internal AI use for activities such as ticket routing, monitoring, and reporting increased from 55% to 71% between April and July 2026. Customer-facing AI-enabled services also increased, from 36% to 42%. Backup is an integral part of this rapidly evolving transition.

AI helps automate activities such as data validation and disaster-recovery testing, while also enabling more intelligent interaction between backup and other security technologies.

Conversational administration will soon become an essential part of the user experience, allowing administrators to ask questions about backup status and, where enabled, perform actions such as restores through an AI interface.

The opportunity isn't "AI for AI's sake". It is to remove human effort from routine work while making backup easier to understand and act upon.

That means your team can spend less time managing backup – and more time managing the customer relationship that drives growth.



# GROWTH ENGINE 5: SCALABILITY

## Scale backup provision while managing costs

With the right architecture and AI-enabled technology in place, MSPs can add new customers and expand their offer without a proportional increase in workload.

Effective, scalable architecture uses chunking, compression, encryption, and deduplication, while subsequent backups only need to transfer new data rather than repeatedly sending the complete dataset.

## WHAT DOES SCALABLE BACKUP LOOK LIKE?

| Capability              | Business impact                                          |
|-------------------------|----------------------------------------------------------|
| Multi-tenancy           | Manage multiple customers from a centralized environment |
| Centralized management  | Reduce administration and context switching              |
| Automation              | Reduce repetitive intervention                           |
| Deduplication           | Reduce storage requirements                              |
| Differential backups    | Reduce bandwidth and data-transfer costs                 |
| Flexible storage        | Match the architecture to customer requirements          |
| Policy-based management | Standardize delivery across customers                    |
| Self-service            | Reduce avoidable support interactions                    |
| API/integration         | Connect backup with the wider MSP stack                  |

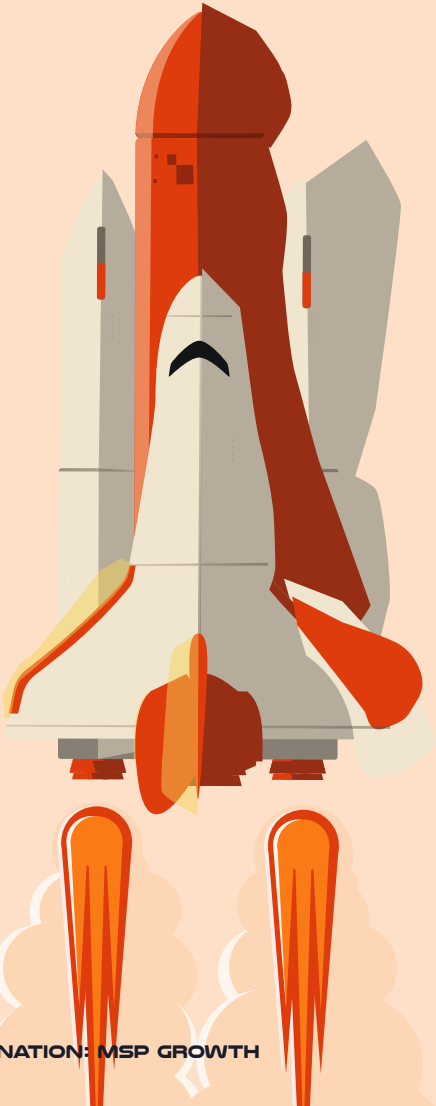
## CONSIDER THE COSTS OF SCALING

When evaluating backup solutions, calculate:

License cost  
+ storage  
+ bandwidth  
+ administration  
+ support  
+ recovery risk

The cheapest product isn't necessarily the cheapest service to operate or the easiest to scale.

# GROWTH ENGINE 6: INCREASED OPPORTUNITY



## Use backup to win new business, plus retain and grow existing customers

For many customers, backup is increasingly part of the standard MSP bundle rather than a standalone product that needs to be sold from scratch. That doesn't make backup less valuable, but it does change where the growth opportunity lies.

### HERE'S HOW BACKUP UNLOCKS OPPORTUNITY:

#### WIN

Backup can help open the door to a new customer – particularly where the existing protection is weak, fragmented, or poorly suited to the customer's environment.

#### EXPAND

Customers change. They add users, workloads, servers, SaaS applications and locations. Each change can create a new protection requirement.

#### RETAIN

The MSP that understands what a customer needs to protect becomes more deeply embedded in the customer's business. Be a valued advisor that enables business outcomes.

#### DIFFERENTIATE

A well-designed backup service can reinforce an MSP's wider proposition around security, resilience, sovereignty and trust.



**“An MSP that understands what is changing in a customer's business can identify newly unprotected areas – and other IT requirements.”**

**JOSH FLORES**  
General Manager  
Comet Backup

# THE MSP BACKUP GROWTH MODEL



Better protection



Operational efficiency



Greater customer value



Scalable growth

# COMET BACKUP: POWERING YOUR GROWTH MISSION

## Build a more successful, scalable backup business

Comet Backup is built around the needs of MSPs, combining centralized management, true multi-tenancy, and white-labeling with support for a broad range of workloads.

### Protect

Encryption, immutable storage options, access controls, and flexible storage choices help MSPs build protection around different customer requirements.

### Optimize

Centralized management and multi-tenancy let MSPs oversee multiple customers from one environment, while Comet's chunking and deduplication architecture can reduce duplicated data and unnecessary transfers.

### Adapt

Comet offers both Comet-Hosted and Self-Hosted approaches, giving MSPs flexibility around infrastructure, data location, and cost as their requirements change. White-labeling allows MSPs to present backup as their own service.

### Scale

Comprehensive support for endpoints, servers, virtual environments, Microsoft 365, NAS, databases and more provides scope to standardize and scale protection across diverse customer environments.

The result isn't simply a backup platform. It's a complete solution for delivering better business outcomes for MSPs and their customers.



**“Anything we can provide that gives MSPs more time to focus on their customers and growing their business is a key objective for us.”**

**JOSH FLORES**  
General Manager  
Comet Backup



# READY FOR TAKE-OFF?

Backup and recovery purpose-built for MSPs

Discover how Comet Backup can deliver growth for your MSP

**Visit Comet at MSP GLOBAL 2026**

Or speak to one of our experts to learn more

**[cometbackup.com](https://cometbackup.com)**