8 reasons MSPs are moving to cloud–native server backup

Recovery without the panic

What it does for your clients

Ransomware has an exit

Immutable backups can’t be encrypted or held hostage. Clients restore from a clean recovery point—no ransom required.

Downtime shrinks to minutes

File-level and full-server recovery get clients quickly back to what they need. A bad day stays a bad day and doesn’t escalate in to a crisis.

Failures become routine

Automated, tested backups turn recoveries into a playbook. Avoid all-hands emergencies with a controlled.

Compliance without complexity

Retention policies, regional data residency, and audit-ready recoverability support GDPR, HIPAA, and more out of the box.

What it means for your MSP business

Less firefighting

Monitored backups turn after-hours emergencies into controlled restores. Less burnout, less overtime, fewer 2 a.m. client calls.

Clients who renew themselves

When you recover a client from a crisis, the relationship shifts. Those moments convert to long-term loyalty.

Sticky, recurring revenue

Backup is a subscription that clients rarely cancel. Bundled into managed packages, it adds predictable monthly income with strong margins.

Confidence you can sell

When backups run reliably in the background, you can promise clients real preparedness and validate it with proof.

OpenText™ Server Backup – Public Cloud

gives MSPs a cloud-native server backup solution built into the same platform they already use for cybersecurity. One console, flexible storage, no hardware to manage.

© 2026 Open Text • 06.26 | 236-000227-001