

Competitive Summary: Carbonite vs. Zetta

When it comes to affordability, Carbonite costs substantially less than Zetta.

Because Zetta is packaged as only one solution, their customers may be stuck paying for features or services that they don't actually need.

Carbonite products are designed with simplicity, reliability and affordability in mind.

IT Situation 1

1 server and 2 NAS devices that total a backup size of 225 GB

Solution: Carbonite's Server Basic for \$799⁹⁹ per year is the best plan for this need. The customer in this situation does not need workstation backup, therefore Zetta's DataProtect plan provides more than is needed at a cost (\$2,100) that is more than double Carbonite's.

IT Situation 2

5 workstations, 2 servers, and 3 external hard drives that total a backup size of 450 GB

Solution: The best plan in this situation is Carbonite's Server Pro Bundle for \$999.99 per year. Zetta's DataProtect plan can meet this need, but at a cost of \$2,100 per year.

IT Situation 1 and 2: Carbonite vs. Zetta Comparison Table

Solution	SUPPORTED DEVICES					PRODUCT FEATURES		INCLUDED IN PLAN		Annual Cost
	Workstations	File Servers	NAS Devices	Databases & Live Applications	Hyper-V Environments	Hybrid Backup Available	Web-based Dashboard	Number of Devices	Cloud Storage	
Carbonite Server Basic	Not Available	●	●	●	●	●	●	unlimited	250 GB	\$799⁹⁹
Carbonite Server Pro Bundle	●	●	●	●	●	●	●	unlimited	500 GB	\$999⁹⁹
Zetta	●	●	●	●	●	●	●	unlimited	500 GB	\$2,100

Key Takeaways

- Zetta is **more than twice the cost** of Carbonite and only offers one, all-inclusive backup solution that may be more than your customers actually need.
- Carbonite offers a variety of backup solutions that are just right for small and medium-sized businesses at every stage.
- Carbonite is a strong, nationally recognized brand. With Carbonite protecting your clients' data, they'll have complete peace of mind that their data will be there when they need it.