

Computacenter Graduates from Acronis® AcademySM with Expertise in Backup and Disaster Recovery



Formed in 1981, Computacenter is today one of Europe's leading independent providers of IT infrastructure services. With over 10,000 employees and group revenues of over £2.5 billion, Computacenter works closely with private and public sector organisations to advise them on their IT strategy, including storage, and implement the most appropriate technology to match their needs.

The Challenge

Brendan Bourke, Senior Technical Consultant within the Storage Practise Group at Computacenter, works with a team of 15 to design, implement and support a storage infrastructure solution that will fit within specific customers' environments.

Although Computacenter offers a wide range of enterprise class storage products from several leading vendors, many did not meet the needs of SMBs. With 4.8 million small businesses alone in the UK, Computacenter recognised the need to widen its product portfolio to include solutions for SMBs.

Bourke explains: *"When it comes to backup and recovery solutions, many of our SMB clients, especially public sector organisations, require a solution that is quick to implement and easy-to-use as they don't always have the necessary skills or the time to spend to put an enterprise solution into practice. They need a solution that they are comfortable with and can use to quickly to easily protect and recover their digital assets."*

Acronis® Training Opportunity

With the sales team having worked with Acronis for a number of years there were already a number of prospective customers in the pipeline. Acronis decided it would be beneficial for Computacenter to join the Acronis Academy training programme.

"We saw the training programme as an opportunity to learn everything there is to know about the product and be able to add it to our portfolio and offer it to SMBs. The aim was to learn best practices for installing and configuring Acronis' solutions and solving common challenges. We also saw it as a useful way to generate extra revenue for Computecenter, by handling the sale and implementation process ourselves," recalls Bourke.

Bourke took part in the two-day Acronis Certified Engineer course, which is part of the Acronis Academy, in mid-February this year. The course, led by a professional trainer, gave him broad knowledge and background information about the use of Acronis® Backup & Recovery® 10 software and Acronis' patented disk imaging technology. The hands-on training also allowed Bourke to test all the functionalities and features on a local machine and culminated in an online certification test.

Bourke adds: *"The course was well laid out and straightforward. The training was easy to follow and achieved exactly what it set out to do."*

Acronis Academy Benefits

The Acronis Academy course has allowed Bourke to understand how to fully leverage the features and functionalities of the Acronis solutions, including virtualisation and deduplication, and how to better manage clients' IT infrastructures and save them costs. It has given Bourke the confidence to recommend the product to his SMB customers and to implement it successfully without needing Acronis' technical support.

"The Acronis Academy Programme is invaluable. It was worthwhile seeing and understanding all the capabilities of the Acronis Backup & Recovery 10 product portfolio and to understand the architecture. I am already using this knowledge to boost sales and improve customers' experience. I would even recommend the course to some of our customers that have chosen to manage the solution themselves, as it teaches best practices on how to implement a sound backup and disaster recovery strategy," concludes Bourke.

About Computacenter

Computacenter is Europe's leading independent provider of IT infrastructure services. To help our customers maximise the value of IT to their businesses, we offer services and solutions at every stage of infrastructure investment. We can advise customers on their IT strategy, implement the most appropriate technology from a wide range of leading vendors and manage their technology infrastructures on their behalf. For further information please visit: <http://www.computacenter.com>.

About Acronis

Acronis is a leading provider of easy-to-use disaster recovery and data protection solutions for physical, virtual and cloud environments. Its patented disk imaging technology enables corporations, SMBs and consumers to protect their digital assets. With Acronis' disaster recovery, deployment and migration software, users protect their digital information, maintain business continuity and reduce downtime. Acronis software is sold in more than 90 countries and available in 14 languages. For additional information, please visit www.acronis.co.uk. Follow Acronis on Twitter: <http://twitter.com/acronis>.

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