

Acronis



EBOOK

5 Exclusive Ways

# Acronis Skyrockets Your Data Protection Business

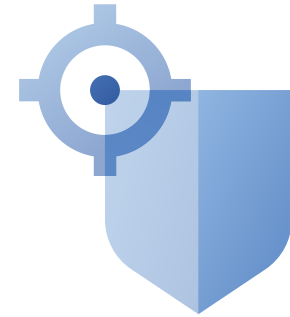


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# Introduction: Differentiate Your Offering by Providing Cyber Protection



“The world has been turned upside down. Every business, no matter how large or small, needs innovative data protection that’s easy to use. A solution that also fights ransomware attacks and can restore data automatically would be a game-changing industry first.”

– Eric O’Neill, former FBI counter-terrorism and counter-intelligence operative

There’s no question every business depends on data and requires a solution to protect it. That’s why backup is a historic bread and butter service for all MSPs. But not all solutions are created equal and in the case of a data loss event, the solution you work with can make or break your customer’s business ... and yours.

With rising downtime costs, pressing data privacy concerns, crippling non-compliance penalties, and new, ever-evolving digital security threats, we’ve entered a new era. Business managers today have real concerns when it comes to data protection.

## CUSTOMERS WANT TO KNOW – IS DATA PROTECTION STILL ENOUGH?

Businesses trust MSPs to deliver solutions that stay ahead of all problems (or practically speaking, solve them before they know there even was one). Today’s boundaries between data protection and cyber security have blurred to the point that keeping data safe requires more than just backup.

**The new generation of data protection is cyber protection – and only Acronis offers the solutions that deliver it.** For MSPs, the key is Acronis Cyber Cloud.

Acronis Cyber Cloud is a modern solution that prioritizes security at every opportunity. **This focus on security is a big differentiator for MSPs and a key selling point.** Customers are eager to learn more about Acronis and how its solutions uphold the core characteristics of cyber protection. Once they do, they are sold – because Acronis delivers the only surefire way to keep their business running.

Indeed, customers assume the software their MSPs employ will save the day. While legacy solutions can offer basic data protection, only cyber protection delivers a solution that combats modern threats like ransomware and keeps data totally secure.

Working with a single platform that’s designed for today’s challenges – with both your needs and customers in mind – the sky’s the limit.

Consider the following five use-cases and discover how Acronis’ unique cloud platform delivers everything you need today to take your data protection business to new heights tomorrow.

## ACRONIS CYBER CLOUD

**Acronis Cyber Cloud** is a platform that delivers cyber protection with an unprecedented level of ease. With one installation, you can offer customers backup, disaster recovery, file sync and share, notarization and e-signature services, all managed from a single console.

**Acronis Backup Cloud** delivers a reliable hybrid cloud backup solution for service providers, which protects more than 20 platforms, anytime, anywhere, and faster than anyone else.

**Acronis Disaster Recovery Cloud** ensures the quickest recoveries of IT systems and applications, with no upfront costs. A turnkey, self-service solution, Acronis Disaster Recovery Cloud allows you to protect customer workloads and keep businesses running utilizing the Acronis cloud infrastructure.

**Acronis Files Cloud** addresses privacy concerns by providing an easy-to-use cloud file sync and share solution.

**Acronis Notary Cloud** ensures the integrity of business-critical data and is the only blockchain-based solution for file notarization, e-signing, and verification that's designed exclusively for service providers.



## CYBER PROTECTION ADDRESSES FIVE CORE CHARACTERISTICS:



### Safety

Ensuring that a reliable copy of a business' data is always available



### Accessibility

Making it easy for a business' data to be available from anywhere, at any time



### Privacy

Controlling visibility and access to company data



### Authenticity

Providing an easy way to prove that a copy is an exact replica of the original



### Security

Protecting data against threats and malicious agents

MSPs working with Acronis Cyber Cloud can provide complete and secure backup efficiently, easily, and reliably – so customer data is always accessible, even when disaster strikes.

Working with a single platform that's designed for today's challenges – with both your needs and customers in mind – the sky's the limit.

# Offer Cutting-Edge Anti-Ransomware Technologies for SMBs – at an Affordable Price



“The SMB market for cloud services holds great promise in store, but the market presents a few hurdles. The need for high flexibility coupled with limited budgets, non-standard decision making processes, and a wide range of service preferences are among the go-to-market challenges service providers must tackle first.”

– McKinsey & Co., *Big business in small business: Cloud services for SMBs*

For a long time, only enterprises were able to afford sophisticated backup solutions that ensure business continuity and prevent costly downtime and data restore expenses. This meant some SMBs were left to hope for the best with a cheaper, less effective solution while others skipped the investment altogether, jeopardizing their bottom line.

Specifically, **Acronis Active Protection technology uses artificial intelligence to deliver anti-ransomware defenses** that actively recognize and interrupt malicious activity, preventing system unavailability caused by 99.99 percent of ransomware.

The benefit is much like a bouncer who steps in to stop bad behavior before any damage occurs: all executables

and data are guarded from ransomware attacks. Better still, any files impacted before an attack was deflected are automatically restored from the Acronis Active Protection service cache.

### **Acronis' approach is the industry's most advanced.**

While traditional anti-virus software can detect known threats, Acronis Active Protection can identify ransomware strains that have never been seen before.

This means the solution is on alert so everything is protected – safeguarding not only local files from unauthorized modification or encryption but also backup files.

Now you have the opportunity to reach new customers and stand out from the competition by delivering the level of data protection all companies require for security – cyber protection – at a price SMBs can afford.

While other vendors claim to use similar technology, their solutions fall short. First, they use primitive algorithms that lower detection accuracy. Second, they can only detect ransomware, but they cannot stop an attack. Finally, they only offer painful manual-restore capabilities.

**Already built in to Acronis Backup Cloud, you can take Acronis' advanced ransomware protection all the way to the bank.** Indeed, leveraging such a solution isn't just good for customers, it's good for your business, too.

Acronis Active Protection tackles modern security threats by blocking ransomware with advanced AI-based ransomware protection technology. It safeguards all system data – so your backup solution, customer data, and backups are all safe.

Here's how:

- **Actively protects files** (including local backups) from unauthorized modification and/or encryption
- **Instantly restores files** to the most recently backed up version if ransomware manages to get through the defense
- **Totally defends backups** from alteration by preventing unauthorized access to backup files
- **Completely future-proofs data** from threats, using sophisticated machine learning technology that also protects against zero-day threats

*"Acronis provided excellent performance, is easy to use, and has a rich feature set. On top of that, it is the only solution in the test to provide dedicated protection from ransomware attacks. This earned Acronis [the first ever approved backup & data security certificate of AV-test.](#)"*

— David Walkiewicz, Director Test Research, [av-test.org](#)



Acronis ensures you can differentiate your business and preserve customer relationships simply offering a cost-effective solution they need, which assumes the worst and prioritizes security.

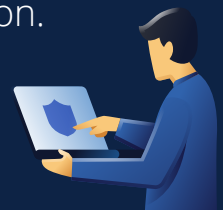
#### **Pro Tip:**

*Having an automatic-restore feature built-in to your backup solution is critical to business continuity and a telling differentiator you can leverage.*

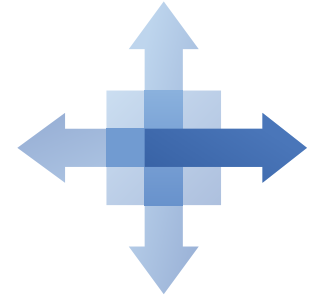


#### **Did you know?**

Ransomware can encrypt files – as well as attack and delete backups. To keep customer data secure, software solutions themselves also need protection.



# Lower Overhead While Effortlessly Delivering More Services



“Control your expenses better than your competition. This is where you can always find the competitive advantage.”

– Sam Walton

Business managers agree that one of the biggest challenges they face is having enough time and resources to serve customers and also grow the business. Solving this two-fold problem became the primary focus for the Acronis engineers responsible for mapping out the architecture for a secure, complete data protection solution. Their aim was to design a single platform for service providers that would be totally efficient and simple to use – in turn making it effortless to deliver essential, in-demand services and profit.

The result is Acronis Cyber Cloud, an advanced, turnkey solution that addresses three key areas of work:

## 1. EVOLVING YOUR BUSINESS

Given cloud advancements today, customers look to you to provide new services that drive down costs. You need to stay on top of trends and be ready to deliver essential services in turn. But your business can't afford constant investments in new solutions or time spent learning them.

**Acronis Cyber Cloud offers a unique opportunity to meet the dynamic needs of customers while ensuring the economics work for you, too.**

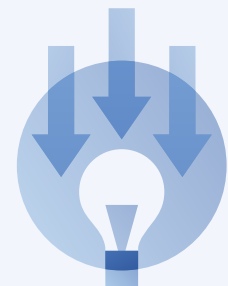
You can keep costs low while evolving your backup business to deliver the services customers require:

- **Save time** previously spent enabling new services for existing customer accounts – instead ‘flip-a-switch’ to deliver them
- **Avoid upfront investments or real risk** – flexible pay-as-you-go pricing makes it efficient to offer new services
- **Lower overhead** using the Acronis-hosted model – the backup management server and cloud storage are all hosted and managed by Acronis

With Acronis' ultimate simplicity, it is easy to protect your budget while delivering more value – helping you realize greater growth potential.

### **Pro Tip:**

*Find a data protection solution that makes it as easy for you to deliver key services as it is for you to bill for them. This strategy will benefit your bottom line immediately, build goodwill with customers, and encourage future growth.*





## 2. DELIVERING SERVICES

Centralized administration is essential to keep day-to-day operations running efficiently for any business. But such efficiency historically has eluded IT solutions given complex infrastructure and ever-evolving use-cases. Acronis Cyber Cloud's simple but robust design changes all of that so you can:

- **Forget about balancing your HR budget** to hire additional / specialized staff or invest in new certifications and training. With a user-friendly, web-based backup and recovery console, even IT generalists can run backup tasks. This means managers like you can focus on other priorities.
- **Increase productivity** and keep user-error at bay working with just one solution for all customer needs, rather than switching between per-use-case tools. Acronis Cyber Cloud protects over 20 workloads.
- **Evaluate the health of all accounts** and easily prescribe solutions. A backup infrastructure health dashboard allows you to clearly view the full picture while the console supports the majority of recovery scenarios.

Built-in technologies further enhance backup and recovery tasks – so you save time and can better manage costs. For example, it's possible to quickly and remotely update all backup agents right from the backup console. Meanwhile, best-in-industry backup and recovery speeds (at 500 MB/second and faster) are possible via .TIBX, an innovative archiving technology that's based on the asynchronous data-access engine. And, you can easily restore an entire system to new, dissimilar hardware with just a few simple clicks.

## 3. RUNNING YOUR BUSINESS

Customers trust you to keep their business running no matter what. But it's not just about the quality of services that you deliver, but the way you run your business.

**Customers value providers that make it easy to work with them, increasing their loyalty and willingness to refer you.** That means more growth.

Acronis' multi-tenant platform reduces administrative overhead with benefits like:

- **Unified management.** Everything you need for accounts provisioning, user and reseller management, and other tasks can be found on the customer / partner management console.
- **Streamlined billing.** Run one report and send out one invoice. Customers appreciate simplified accounting as much as you do.
- **Single PSA and RMM tool integration.** Enjoy smooth sailing from the get-go with just one integration that adds Acronis' data protection solutions to your existing management system.

By investing in just one solution you access a suite of easy-to-manage services that you can add to your data protection portfolio at-will and then customize for individual accounts. It's that easy to be sure your customers' needs are well in-hand while minimizing costs.

### Did you know?

Off-loading solution maintenance to your vendor lets you focus on customer SLAs and keep operational expenses in check.





# Shorten Your Proof of Concept and Deployment Stages with a Ready-to-Use Cloud Solution



“Move fast. Speed is one of your main advantages over large competitors.”

– Sam Altman

Clearly with the right tools, it is possible to lower overhead and drive down implementation costs while improving processes that deliver a better return on investment (ROI). Customers want this as much as you do.

But while cloud solutions often make efficiency possible, IT service providers find that making a sale quickly given numerous customer use-cases is not a small hurdle. Finding an end-to-end data protection solution that delivers during the Proof of Concept (PoC) stage is practically unheard of ... until now.

**You can speed up your sales cycle by achieving a fully vetted PoC within mere hours using Acronis Cyber Cloud.**

Unlike a software-only solution, **Acronis Backup Cloud** is a vendor-hosted backup as a service (BaaS) solution. The only solution components required are lightweight backup agents. Once you install the Acronis agent, **everything you need to set up, deploy, and fully vet the solution is ready and waiting for you.**

It's also easy to test backups, run-times, the speed of recovery, reliability, and the anti-ransomware technology using Acronis' intuitive web interface. This means you not

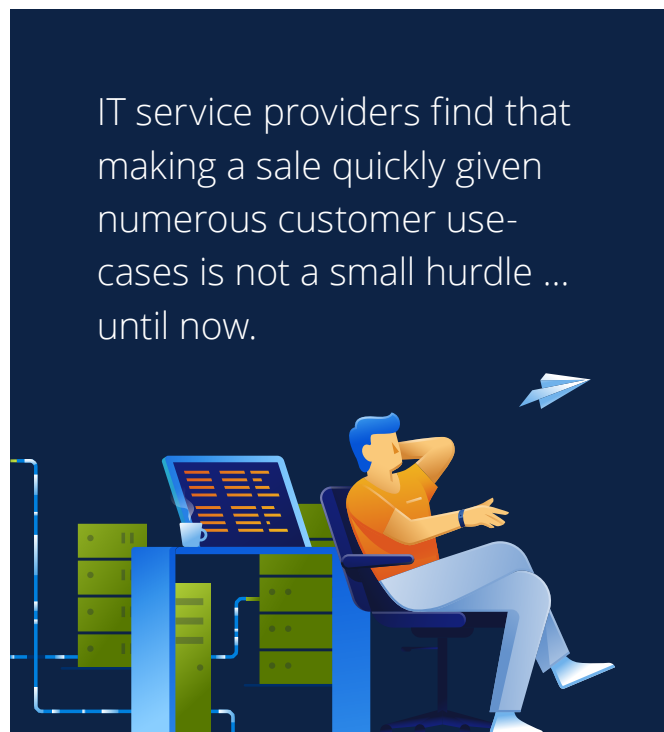
only save time to deploy the solution, you can confirm its viability in a matter of hours.

Delivering **Acronis Disaster Recovery Cloud** services for customers who opt for the **pay-as-you-go service** is also seamless. If you already have Acronis Backup Cloud installed, the only thing to install is the virtual VPN appliance.

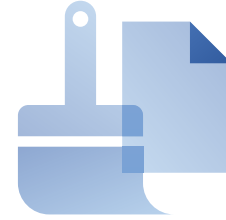
Then, with just a few clicks, you can add and configure a cloud-based recovery server to easily test the main DR scenarios via the solution's intuitive web console.

Achieving PoC typically takes days or even weeks.

With Acronis Cyber Cloud you can have customers up and running with a secure solution in a matter of hours – so you can use the freed up time and resources to work on closing your next sale.



# White-Label Your Services to Increase Brand Value



“Today, the average customer will spend less than five minutes consuming your information whereas five years ago it might have been 20 minutes ... How can we outwit, outlast, and outplay our competition and make customers stop and pay attention to our brand and our new products?”

– Andrea Riley

Getting attention is the primary challenge dedicated marketers face. For IT providers who provide niche services, it's even harder ... but that doesn't mean you shouldn't try.

Differentiating your business via unique service offerings certainly helps, but it's important to know that **“on a lifetime value basis, emotionally connected customers are more than twice as valuable as highly satisfied customers,”** according to a **Harvard Business Review** study.

This means connecting customers with your brand can elevate your business.

Better still, researchers revealed there are hundreds of emotional motivators that drive consumer behavior. Among the top 10 were: “Have confidence in the future” and “Feel secure”.

Indeed, for MSPs delivering essential data protection services, simply offering trustworthy cyber protection organically reinforces key emotional associations with your brand. All you have to do is **connect the dots that your services make your customer's future brighter.**

Using Acronis Cyber Cloud lets you to do so with ease.

Acronis Cyber Cloud is completely customizable so you can easily integrate your brand's look and feel to the platform. For example, with 20 customizable options available, you can design the management portal's user interface and your backup and disaster recovery services so your brand stands out.

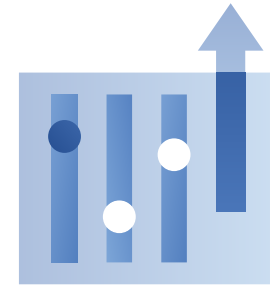
Given multiple customer touchpoints, from demos and webcasts to user-login and solution management, **each interaction offers an opportunity to reinforce your company's brand ... and improve “stickiness”** so they stay with you for the long haul.

## Did you know?

Acronis Cyber Cloud protects backup software and archives, and enables auto-recovery – all using a single agent with just one installation – without exceeding customer budget limitations. The innovative technologies built-in to the solution do the heavy lifting for MSPs, including helping to close the sale.



# Reduce Churn with Easy Upsell and Cross-Sell Opportunities



“Studies show that a mere 5 percent increase in customer retention can increase profits up to 95 percent.”

– Bain & Company

You may have hooked customers with basic IT services and done a great job making sure your brand is front-and-center for them, but **to reduce churn, you need to keep customers buying your services.**

Customers today expect MSPs to maximize their business continuity – a.k.a. to keep their business running no matter what happens. They trust you to know which solutions can help them do more, access these tools, and implement the solutions.

**This means your services need to meet modern challenges, and presents a valuable opportunity for you to evolve your offerings and boost your business.**

It's easy to upsell your backup customers another layer of data protection, increase your average revenue per unit (ARPU), and improve customer retention with Acronis Cyber Cloud.

## **Pro Tip:**

*By working with a solution that prioritizes security and blocks ransomware, you don't have to invest in additional services to ensure your solution and your customers are completely protected. Better yet, you can upcharge for the additional benefit, if you wish.*



For instance, cloud solutions are something almost all businesses use in some way or another, whether that's Office 365 mailboxes or cloud storage. But public cloud tools don't offer comprehensive backup solutions. This is where you come in ... with the ability to offer complete BaaS solutions that also safeguard data anywhere against ransomware.

With the door already open, you are well-positioned to expand your backup offering. **Some low-hanging fruit include:**

- **Leveraging anchor products** by attaching backup to each of them, e.g. Office 365
- **Enhancing a customer's plan** with cloud backup, following the recommended 3-2-1 rule of backup
- **Monetizing your services** before or after disaster strikes (e.g. offer a systems health check coupled with infrastructure upgrades)

Indeed, Acronis Cyber Cloud has the potential to deliver not only cloud backup, but vital continuity services like disaster recovery (DRaaS).

Not all customers realize that disaster recovery (DR) is a specialized solution that focuses on recovery speed in order to keep critical business systems running. While the service is often associated with preparing for natural disasters, **there are many use-cases when DR can be effective for customers – and generate a new, easily-enabled revenue stream for you.**

Since Acronis Disaster Recovery Cloud is already built-in to Acronis Cyber Cloud, the service is also pay-as-you-go and available with the flip of a switch. This means you can deliver a winning solution that skirts a crisis with no upfront costs.

Supplying customers with easy, no-risk access to the needed solution offers an opportunity to reinforce trust and set up new potential revenue. After customers opt-in – at no immediate cost – **it's simply a matter of flipping the switch to deliver near-instant recovery services whenever needed.**

### INTERESTING FACTS

#### **\$8,000–\$74,000**

The average cost to an SMB of a single hour of unplanned downtime

#### **93 percent**

The average number of businesses that close within 12 months being unable to access their data for 10+ days

This easily-enabled service means that all your customer's workloads are readily available – including Windows and Linux physical servers and VMs, major hypervisors, and Microsoft business applications. The process instantly spins up IT systems in the managed cloud recovery site, allowing you to recover them to any similar or dissimilar hardware while keeping them running.

Remember, **not all additional services you deliver need to be new to customers, but rather easy for you to enable.** While selling cloud backup, providing access to more than one cloud storage option enables you to help customers remain compliant in terms of regulations, geography, storage vendor preference, etc. Google Cloud Platform, Microsoft Azure, and a number of other public cloud providers are all conveniently integrated with Acronis solutions, in addition to Acronis Cloud Storage (i.e. Acronis' cloud backup solution).

With straightforward add-on services offered through Acronis Cyber Cloud, you can increase ARPUs, improve customer retention and reduce churn with ease.

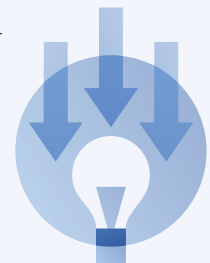
## Did you know?

Files sync and share is a solution that addresses pressing customer needs for a secure method for sharing content across any device, including mobile. Acronis Files Cloud is another in-demand service that's easy to sell and deploy so you can expand your product portfolio, reduce churn and quickly realize incremental revenue.



### **Pro Tip:**

*For customers that need a little nudge to try new services, have them pilot specialized services. All the tools you need to deploy a particular service are already available via the intuitive, multi-tenant Acronis Cyber Cloud web console.*



# Conclusion

“Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall.”

– Stephen Covey

The MSP value proposition has evolved overtime: Today business managers at companies of all sizes know that data powers the bottom line. They rely on the data they generate to both enhance operational efficiency and develop products and services that are finely-tuned to customer preferences.

Meanwhile, threats to their data have increased and the consequences for a data breach have become incredibly costly. This means the stakes are higher than ever before. **Customers trust you to keep their business running** no matter what – despite growing amounts of data, on numerous platforms, running in distinct IT environments.

Now there's an easy, efficient, secure way to streamline your services and grow. **Acronis Cyber Cloud delivers everything you need – and more – to meet SLAs, solidify trust, and open new revenue streams.**

With just one solution, you can skyrocket your data protection business.



## ABOUT ACRONIS

Acronis sets the standard for cyber protection and hybrid cloud storage through its innovative backup, anti-ransomware; disaster recovery, storage, and enterprise file sync and share solutions. Enhanced by AI-based Active Protection technology, blockchain-based authentication, and a unique hybrid-cloud architecture, Acronis protects all data in any environment, including physical, virtual, cloud, mobile workloads, and applications.

Founded in Singapore in 2003, today the company is trusted by more than 5 million consumers and 500,000 businesses worldwide, including [79 of the top 100 most valuable brands](#).

### Additional reading:

- [Free, battle-tested defense against ransomware](#)
- What is [Acronis Cloud Storage?](#)
- [Acronis Backup](#): The most reliable and easy-to-use backup for businesses of all sizes
- [Acronis Active Protection](#)
- [Boost Your Business](#) with a Turn-key DRaaS Solution for Service Providers
- [Universal Software-Defined Storage](#) for Your Data Center
- [Acronis Files Advanced 8.1](#)
- [Acronis Notary](#): Blockchain technology to prove a file is authentic and unchanged
- [Acronis Backup Cloud](#): #1 Hybrid Cloud Backup-as-a-Service Solution for Service Providers
- [About Acronis](#)