

BlueBerry switches to **Acronis** Cyber Protect Cloud from SolarWinds Managed Backup and StorageCraft ShadowProtect

New Zealand-based managed service provider consolidates backup offering, adds Microsoft 365 protection to its portfolio, and enhances support for clients

BACKGROUND

BlueBerry is a New Zealand-based MSP that offers solutions such as systems design, business continuity planning, management of technology roadmaps, along with the supply of computer hardware and software. The company works with around 300 small- and medium-sized businesses in the region, 23 of which are managed services clients. BlueBerry is a Microsoft Silver Partner and specializes in Microsoft 365 and SharePoint solutions. The company was previously recommending SolarWinds' Managed Backup and StorageCraft's ShadowProtect solutions for backup.

THE CHALLENGE

BlueBerry had a very specific business problem: SolarWinds did not support Microsoft 365 mailboxes. According to Allan Willoughby, General Manager, "Our preference was to find a more integrated backup solution that aligned with our cloud-first approach to business." He continues, "We wanted a backup solution that removed manual management along with the ongoing purchasing, replacement, and storage of physical hard drives with a consumption-based model aligned with business information retention and restoration needs."

THE SOLUTION — ACRONIS CYBER PROTECT CLOUD

Built for service providers, Acronis Cyber Protect Cloud provides BlueBerry with a channel-friendly solution and a centralized management



KEY CHALLENGES

- Existing backup solution did not support Microsoft 365

KEY REQUIREMENTS

- A single backup and recovery solution that supported all data, applications, and devices

PROTECTED RESOURCES

- 10 TB
- 7 servers
- 17 workstations
- 151 mailboxes

KEY BENEFITS

- New revenue stream
- Greater level of care for clients



console to manage all of their backups and recover individual files, application data, Microsoft 365 mailboxes, or entire virtual platforms. Acronis Cyber Protect Cloud supports more than 20 virtual, physical, and cloud platforms, as well as hybrid backup and recovery capabilities, enabling BlueBerry to restore their customers to similar or dissimilar hardware while managing data from a centralized location. The built-in AI-based anti-ransomware and anti-cryptojacking technology found in [Acronis Active Protection](#) made the decision to migrate away from SolarWinds even easier.

THE BENEFITS — A NEW REVENUE STREAM AND A GREATER LEVEL OF CARE

Acronis Cyber Protect Cloud presented a single solution for all of BlueBerry’s backup needs. The company is now protecting over 10 TB of data across servers, workstations, and over 150 Microsoft 365 mailboxes. Willoughby explains, “Acronis has helped BlueBerry provide a solution for a significant gap in the SMB market – the backup and restoration of data within a Microsoft 365-based business. Acronis has not only created a new revenue stream for the business but, of greater importance, allowed us to wrap a greater level of care around our clients.”

As it turns out, BlueBerry already had a very strong partnership with New Zealand-based distributor Exeed, who proactively recommends products and services. Willoughby notes, “Even as we were evaluating Acronis as a solution for our Microsoft 365 clients, discussions were underway between Acronis and Exeed which, for us, was the final seal of approval in choosing Acronis as our preferred backup product.”

Willoughby concludes, “2020 has been a challenging year for many businesses with the primary focus on ensuring businesses have the right tools to enable their remote workforce. As our focus shifts to 2021, we plan to complete the migration of any remaining ShadowProtect clients to Acronis and continue the discussion with our Microsoft 365 clients on the importance of a third-party backup solution. We look forward to a very collaborative partnership with Acronis in the years to come.”

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**Allan Willoughby,
General Manager**

ABOUT ACRONIS

Acronis unifies data protection and cybersecurity to deliver integrated, automated [cyber protection](#) that solves the safety, accessibility, privacy, authenticity, and security ([SAPAS](#)) challenges of the modern digital world. With [flexible deployment models](#) that fit the demands of service providers and IT professionals, Acronis provides superior cyber protection for data, applications, and systems with innovative [next-generation antivirus, backup, disaster recovery, and endpoint protection](#)

[management](#) solutions. With award-winning [AI-based antimalware](#) and [blockchain-based data authentication](#) technologies, Acronis protects any environment – from [cloud to hybrid to on-premises](#) – at a low and predictable cost.

[Founded in Singapore in 2003](#) and incorporated in Switzerland in 2008, Acronis now has more than 1,500 employees in 33 locations in 18 countries. Its solutions are trusted by more than 5.5 million home users and 500,000 companies, including 100% of the Fortune 1000, and top-tier professional sports teams. Acronis products are available through 50,000 partners and service providers in over 150 countries in more than 40 languages.