

Tackling court-side challenges: **Acronis'** #TeamUp Program equips Detroit Pistons with comprehensive data protection solutions

At a glance:

- Detroit Pistons and Acronis began their #TeamUp partnership in May 2022
- Program keeps all data safe, offering peace of mind to fans and players
- Acronis protects all machines and edge devices in one simple-to-manage product

A healthy sports team requires more than just strong athletic talent and exceptional tactics; it takes an equally-skilled team working behind the scenes to keep the team safe and stable. Sports teams are just like any other business, requiring dedicated staff and a functioning and well-protected digital infrastructure. Acronis' #TeamUp program enables the leading cyber protection company to partner with a managed service provider (MSP) and a professional sports team, securing the team's backend while offering a far reach of exposure for all parties involved.

Representatives at Acronis spoke with Paul Rapier, Vice President of Information Technology for the Detroit Pistons, and Pat Casey, Chief Information Security Officer for Centaris, to discuss the team's experiences with using Acronis Cyber Protect to cover their cyber protection needs. The Pistons teamed up with MSP Centaris to fully integrate Acronis' products into its infrastructure, adopting Acronis' simplicity to keep the team secure and worry free.

"Acronis makes it easier to sleep at night"

The Pistons, like other sports teams, have a substantial amount of data it collects and analyzes. Fan information and demographics are some of the most important data points collected, giving the Pistons insight into who's buying tickets, what games they're going to, what they're interacting with, and more. The team also collects data on its players, analyzing how they're playing, how and where they're shooting on the court, their running, and even data on the ball itself, such as its spin and inflation.

When the Pistons were looking for a cyber protection partner, they were primarily seeking a solution that would offer comprehensive incident recovery plans and data backup capabilities. With this in mind, the team chose Acronis as their cyber protection partner, with Rapier citing Acronis' ability to store all of the team's data off-site as another main driving force behind their decision. The team also cited Acronis' single agent as a selling point, recognizing the benefits of one platform, simplifying its data protection, and eliminating needless complexity. Rapier stated that the ability to see all endpoints and vulnerabilities in one program that also offers incident recovery is one of the biggest advantages of using Acronis Cyber Protect.

Among its numerous clients, Centaris holds over 10,000 Microsoft 365 accounts and 1,000 servers, all of which require sophisticated data backup and protection,

which led them to choose Acronis after reevaluating the growing threat landscape. Centaris, Casey said, is also able to take advantage of the exposure and fame of the Pistons thanks to the partnership, enhancing their reputation and recognition through the partnership program and even being able to utilize the facilities to host their own events, such as customer appreciation events. The Acronis #TeamUp program, Casey explained, was a stepping stone in helping Centaris achieve strategic growth.

Using Acronis, the Pistons no longer worry about incidents compromising or disrupting their data. The team, Rapier reported, has a lot of machines and devices running Mac operating systems, and Acronis' comprehensive suite covers all of them, including Mac, Windows, and Linux operating systems. And with Acronis, Rapier said, the Pistons are no longer concerned about troublesome events — no matter how big or small, from coffee spills to cyberattacks — equipped with the knowledge that Acronis' backup recovery is keeping their data safe. "Acronis makes it easier to sleep at night," Rapier said.

When using Acronis, Rapier explained, the goal is to make sure the fans don't even know anything is going on. When Acronis is working behind the scenes to keep the team and its data safe and protected, the games proceed without a hitch, with everything working smoothly and the fans able to cheer on their favorite team without incident.

Rapier also praised the #TeamUp program, commenting on its ability to join with MSPs to provide products to different sports leagues in the United States — for teams that otherwise might not have had access to these products. "It's been great working with Acronis and Centaris, and I look forward to continuing our partnership together."

According to Casey, Acronis has been a great partner for Centaris — not just for its existing data backup protection services, but for its continuous innovation efforts that help Centaris take the best care of its clients' data. "Acronis is a great strategic partner," he said. "The #TeamUp program has helped improve our place in the market and build our brand awareness, and we're excited to continue this partnership with Acronis and the Pistons ... and we're looking forward to building on this relationship in 2023."

These results are consistent with other case studies we've conducted, such as [Hendrick Motorsports](#) and the [New England Patriots](#). Acronis' single agent platform continuously proves to benefit its partners by simplifying their cyber protection solutions and freeing up critical time and resources, allowing users to focus on other important areas — and in some cases, on the court.

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 powered by AI. With advanced [anti-malware](#) powered by cutting-edge machine intelligence 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 2,000 employees and offices in 34 locations worldwide. Its solutions are trusted by more than 5.5 million home users and 500,000 companies, and top-tier professional sports teams. Acronis products are available through over 50,000 partners and service providers in over 150 countries and 26 languages.

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