Acronis

Breaking the ice:
Acronis #TeamUp Program enables MSP TechWorx to Partner with Pittsburgh Penguins while offering superior protection, increased brand recognition

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 sports team safe and stable. Sports teams are just like any other business, requiring dedicated staff and a functioning and well-protected digital infrastructure. The Acronis #TeamUp program enables the leading cyber protection company to partner with a managed service provider (MSP) and professional sports teams, securing the team's backend while offering a far reach of exposure for all parties involved.

Representatives at Acronis spoke to Erik Watts, chief technology officer for the Pittsburgh Penguins. Watts has worked with the team for fourteen seasons, where he's been responsible for the digital architecture and building of the technology in the team's facility from when it opened in 2010. Acronis also spoke to Stephen Reichard, who founded Erie, Pennsylvania-based TechWorx LLC in 2010. With over 25 years of IT management experience under his belt from his previous jobs, Reichard set out to create his own MSP, thriving on the fast pace and constant evolution of tech.

"Acronis simply gets the job done"

Two years ago, the Penguins looked to Acronis to replace their former backup provider, seeking to add some extra "oomph" to their backup recovery, with Acronis offering what Watts called a "robust recovery plan." Although the team has thankfully not had to utilize the disaster recovery software yet, Acronis offers a key peace of mind to the team, equipping them with the knowledge that any data loss can be quickly and efficiently restored with total ease.

AT A GLANCE

- Penguins partnered with Acronis two years ago

- Program keeps team's data safe with "robust recovery plan"

- MSP TechWorx noticed almost immediate increased brand recognition after joining #TeamUp Program

When TechWorx was looking for a protection solution that had a single pane for all its clients, while offering a comprehensive suite of backup solutions and retention both locally and in the cloud, Acronis was the natural choice for TechWorx, with Reichard praising how it "simply gets the job done." TechWorx started its partnership with Acronis over two years ago, commenting that it appreciates how Acronis is "engaged" — something no previous vendor offered them, and they are now looking to replace even more solutions on their infrastructure with Acronis products.

After learning about the Acronis #TeamUp Program a year ago, it only took a few discussions for the MSP to decide to go "all in" on the program. Reichard called it a "win-win," noting how it gave the company an opportunity to see its name paired with one of the biggest names in sports. The program offered the MSP opportunities they "did not think were possible," such as increased brand recognition and the ability to attend games with clients and staff, providing a VIP experience where the MSP could talk business strategies while enjoying the atmosphere and having fun. Reichard shared an anecdote where a friend recently texted him announcing that a company was spotted in Washington, Pennsylvania using TechWorx mousepads — despite not being a customer — showcasing the broad reach of the program. "I would say the #TeamUp Program for Acronis is definitely working for us," Reichard concluded by saying.

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 and headquartered in Switzerland, 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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