Acronis
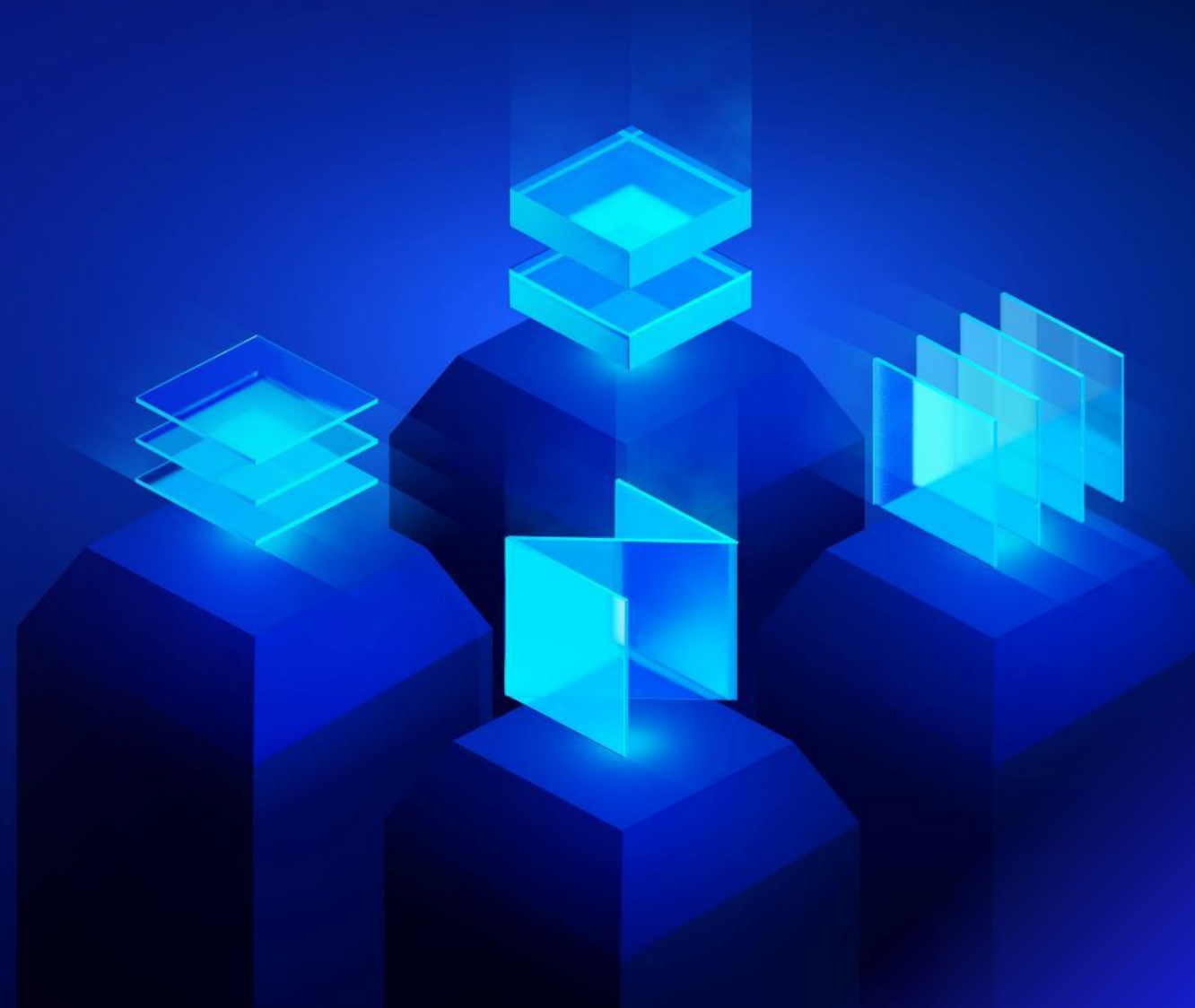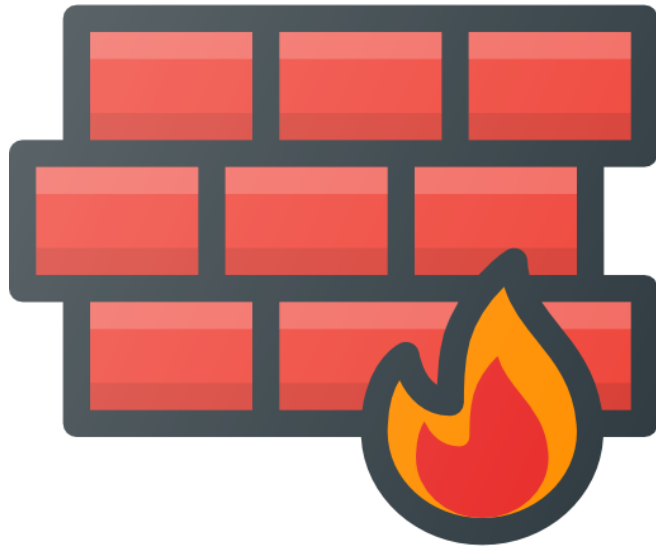
Acronis Introduction

2023

There are many things in our lives that have been **simplified.**

But why does it seem like Cyber Security and Data Protection has gone the other way?

It used to be simple

Install a firewall

Create a backup

#CyberFit

But, **technology and talent needs** impacted SPs

01
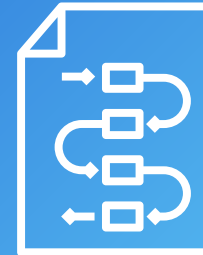IT moved to the Cloud.

Azure > 4M servers

02
The volume and importance of data grew exponentially.

2ZB 2010 to 181ZB 2025
1ZB is 1,000,000,000,000 GB

03
New productivity and SaaS apps increase risk.

30,000 Global SaaS Apps

04
The need for skilled talent expanded.

3.5M Open Cybersecurity jobs

In response, SPs had to learn and use an increasing number of applications to service their customers for
Backup, Security, DR, Management and Automation

This result is more

Cyberthreats.
Vendors.
Agents.
Invoices.
Risk.
Updates.
Trainings.
Complexity.

#CyberFit

SPs manage the **Complexity** with two strategies

Continue on current course adding more vendors and staff to manage the increasing complexity and customer demands.

1

Consolidate around a set of purpose-built and integrated SP technologies that reduce complexity and increase control and customer satisfaction.

2

Only one of these strategies will win

The Winning Strategy:

Acronis Cyber Protect Cloud Platform

Integrated Cyber Protection Platform

An integrated solution of cybersecurity, backup, disaster recovery, management and automation built specifically for SPs

Physical workloads

Windows

Linux

Mac

iOS

Android

Server

VM
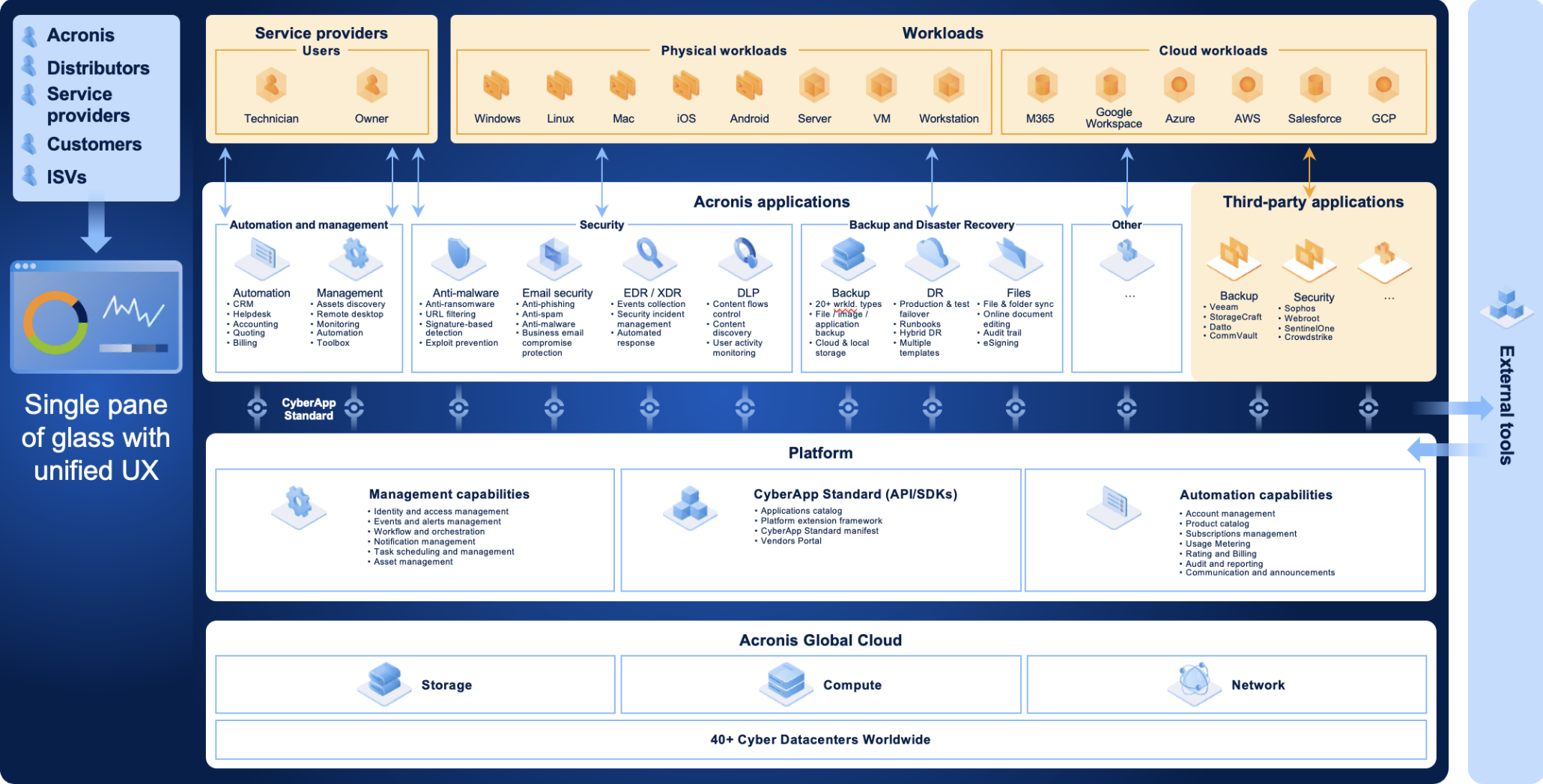
Workstation

Cloud workloads

Azure

AWS

GCP

M365

Google Workspace

Salesforce

Cyber Protect Cloud Technical Marketecture

A Real Example

Acronis

Dramatic Business Impact

BEFORE

7 Agents

Users report slow running machines

AFTER

2 Agents

Noticeably improved performance

IMPACT

- Onboard new technicians **50% faster**
- Onboard new clients **20% faster**
- **50% Reduction** in license cost
- **15%** Revenue Growth
- **>20% increase** in workloads managed per technician
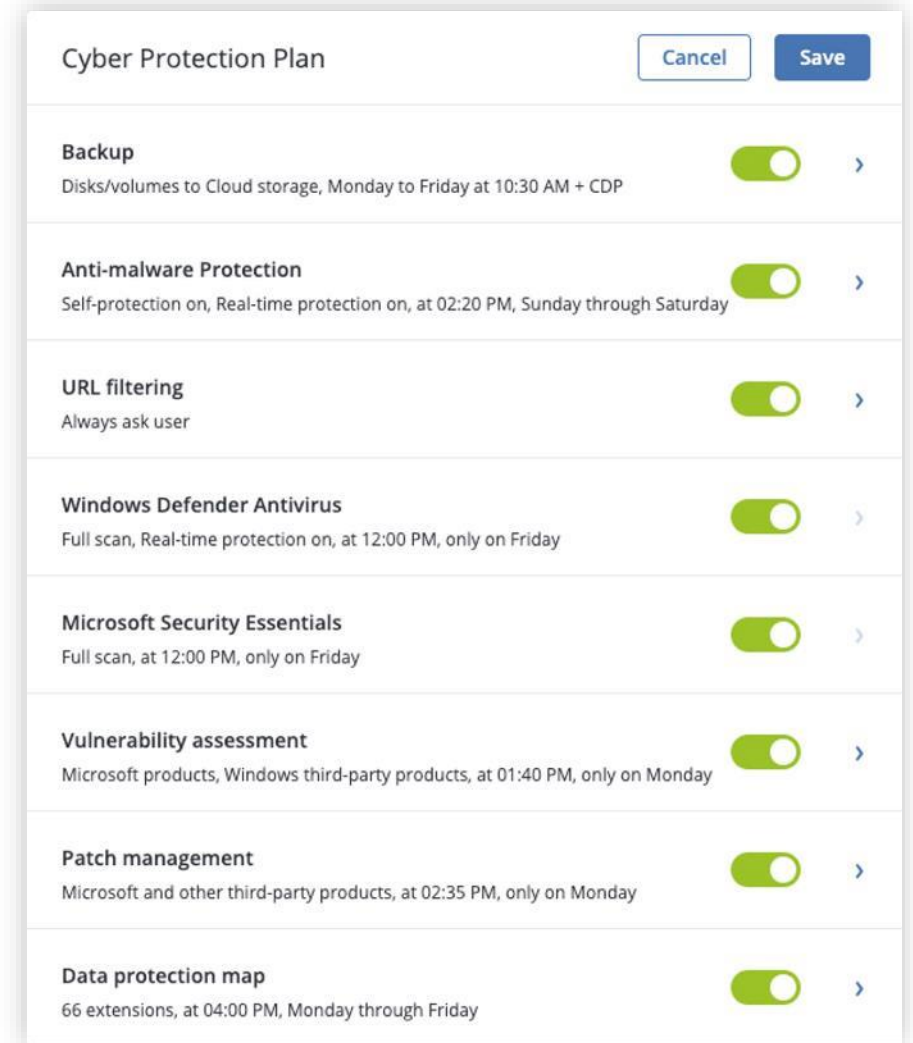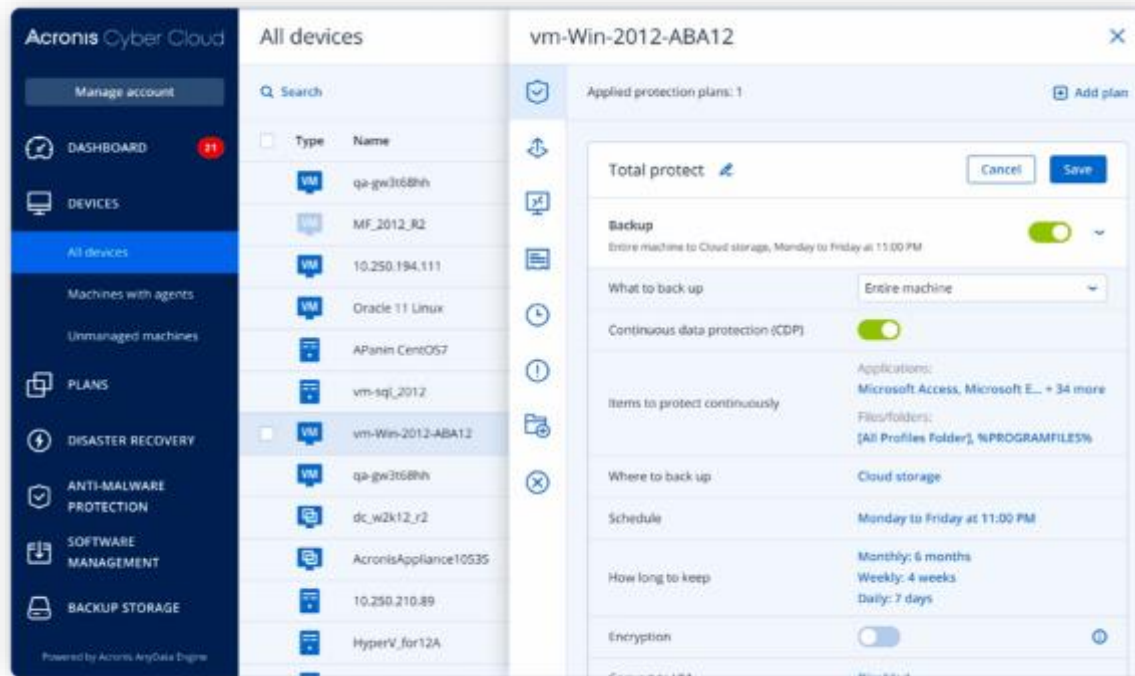
And this is how simple it is

And this is how simple it is

Advanced technology that's simple to deploy and manage

An integrated interface allows SPs to deploy Backup, DR, Security and IT Management functionality with just **one click**.

To Sum up

- Acronis Cyber Protect Cloud Platform "Simple" everything

- One Click to turn on the function you needed

- Integrated Cyber Protection Platform: An integrated solution of cybersecurity, backup, disaster recovery, management and automation built specifically for SPs