

# Cloud aggregator Altitude Sync delivers the power of native **Acronis** RMM to MSPs

Based in Cape Town, South Africa, Altitude Sync's journey is driven by a mission of being a leading cloud aggregator, empowering businesses with new cybersecurity solutions that bridge service gaps. The aggregator works with international vendors to provide customized, superior services that guarantee complete protection and shared success.

Altitude Sync's goal is to create a vibrant ecosystem by establishing enduring partnerships based on quality and long-term expansion. The company offers comprehensive solutions for changing needs via strategic partnerships with Virtuozzo, Acronis and reliable data center colocation services. By fostering a culture of service excellence for partners and communities, Altitude Sync produces long-lasting value.

## KEY CHALLENGES

Altitude Sync collaborates with managed service providers (MSPs) about how they can most effectively serve clients and grow their businesses without increasing complexity and costs. Hartenberg says many challenges partners and clients face relate to spending so much time managing disparate tools in their MSP infrastructure.

"MSPs juggling various tools increases operational time required to bring resolution," says AJ Hartenberg, channel business development executive for Altitude Sync. "Bringing the best-of-breed tools within your business as an MSP means having the right skills to use those tools. The challenge is keeping costs down and operational time to a minimum."

## KEY CHALLENGES:

- Altitude Sync's MSPs were struggling to manage client services efficiently.
- MSP business growth remained flat due to use of disparate tools to deliver services to clients.

## KEY REQUIREMENTS:

- Altitude Sync's MSP clients needed to simplify how they delivered client service.
- An RMM solution that would let the MSPs clients reduce the number of tools they use to manage client environments and enable them to expand services and drive revenue.
- MSPs needed remote management of integrated cybersecurity capabilities.

## PROTECTED RESOURCES:

- 2,008 Acronis Security workloads in April 2025, up from 1,814 in March.
- 1,753 Acronis RMM workloads in April 2025, up from 1,387 in March.

## KEY BENEFITS:

- Simplified client services with an integrated set of solutions easily manageable from a single console.
- Clients reported nearly immediate benefits, with one doubling revenue within a matter of months after adopting Acronis RMM.
- Altitude Sync doubled growth in one year and then grew by another 25% in the next two months. From February through March 2025, the company grew by 35% yet again.
- Reduction in tool sprawl increased revenue and profitability.

Acronis

Hartenberg and his team sit with MSPs to determine which services they want to offer and then set up a plan for delivering those services.

“We take them on a journey and we enable them to use a comprehensive platform more widely and effectively,” he says. “We tell them using a single pane of glass helps to increase profitability.”

## THE SOLUTION

That product is [Acronis RMM](#), a comprehensive remote monitoring and management solution that is part of the Acronis Cyber Protect Cloud platform. Designed for MSPs, Acronis RMM enables them to administer remotely the integrated cybersecurity and management capabilities in Acronis Cyber Protect Cloud.

The solution offers a suite of features to help MSPs expand services without driving up costs, including automated patch management, vulnerability assessments, secure remote access, chat, comprehensive data protection, Microsoft 365 management and deployment and scripting capabilities. Thus far, Altitude Sync have enabled partners to use Acronis, replacing solutions from NinjaOne, Pulseway and Atera.

“When you connect all of these dots together, it’s a really compelling solution,” Hartenberg says.

“MSPs can perform patch management and back up applications beforehand so they can roll back to the backup if the patch breaks something. They can choose which devices they want to apply software to and set up a plan. It enables them to do more with fewer resources, which impacts the bottom line. They’re starting to catch the wave and their clients are reaping the benefits.”

Hartenberg says he encourages MSPs to use the Acronis platform for multiple functions, promoting the native integration of capabilities in Acronis RMM.

“Some clients say they don’t want all their eggs in one basket,” he says. “But if you’re carrying one egg in seven different baskets, how many baskets can you carry? With Acronis, you get all the modular components together automatically in one console. When MSPs use multiple tools, they spend more time making sure those tools are doing the right things, reducing the resources to grow their client base.”

## THE RESULTS

Altitude Sync has helped clients rapidly boost revenues with Acronis RMM and the firm’s consulting services. One client, Hartenberg says, more than doubled revenue in a matter of months. As for Altitude Sync, business is booming. The company doubled growth between October 2023 and October 2024. By December 2024, it had grown another 25%. From February through March 2025, Altitude Sync grew by 35% yet again.

But what’s most important to Hartenberg is that his clients are able to maximize their revenues without increasing costs or complexity. The result is increased profit. Acronis RMM takes work away from MSPs’ employees and enables them to focus on strategic initiatives, including bringing in new clients.

“We’re there to help streamline business operations and show MSPs how they can improve productivity with the Acronis platform,” Hartenberg says. “With IT operations taken care of, they can internally use more different skilled people to understand how they can grow their businesses. As they progress with Acronis, they migrate their costs down and increase profitability.”