

Acronis

Investing in the Middle East: Empowering your growth



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#CyberFit

A panoramic view of the Dubai skyline at sunset, featuring numerous skyscrapers and the Burj Khalifa, reflected in the water.

The Middle East is a vital market for Acronis

Thank You!

2023

105% revenue growth

3,000+ active customers

2024

100% growth forecast

Investing in the Middle East

Key growth areas for 2024 and beyond



People

- Developing our team
- Field and Inside Sales Team focused on the Middle East
- Expanding the channel and mid-market development

Partnerships

- Focusing on distribution with coverage in all key markets
- Strengthening Sales & Technical community
- Predictable licensing and pricing model to support and enable our growth

Presence

- 450+ MSP and VAR partners
- New regional data center in Dubai to support data sovereignty compliance
- UAE Mubadala Investment Company a major shareholder and board member

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We understand MSPs.

Digitization Pressure



The volume and importance of data grew exponentially



IT moved to the Cloud



IT Staff Shortage

4.3M
global shortage
of workers in TMT
by 2030

Continued Rise of Cybercrime

\$6T
in predicted damages
due to cybercrime



Vast and siloed Tool Landscape

25K+
SaaS
Applications

Challenges & Realities

8.6%

Global IT budget
reduction in 2023

664 apps

Enterprise **2,500+**

70%

of firms are experiencing
skills shortages

\$1.85M

Average ransomware
attack cost

Downtime costs for large
manufacturers have increased
by at least **50%** in two years.

Automotive plant downtime now
costs **\$2 million** per hour, a rise
from **\$1.3 million** in 2019-20.

Oil & gas sector downtime costs
have more than doubled to nearly
\$500,000 within two years.

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There are more:

- Cyber threats.**
- Vendors.**
- Agents.**
- Invoices.**
- Risk.**
- Updates.**
- Trainings.**
- Tickets.**

There is only one way to end the chaos

CONSOLIDATE

around a set of purpose-built and integrated technologies.

integrated technologies
around a set of purpose-built and

Acronis

The Solution:

Acronis Cyber Protect Cloud Platform

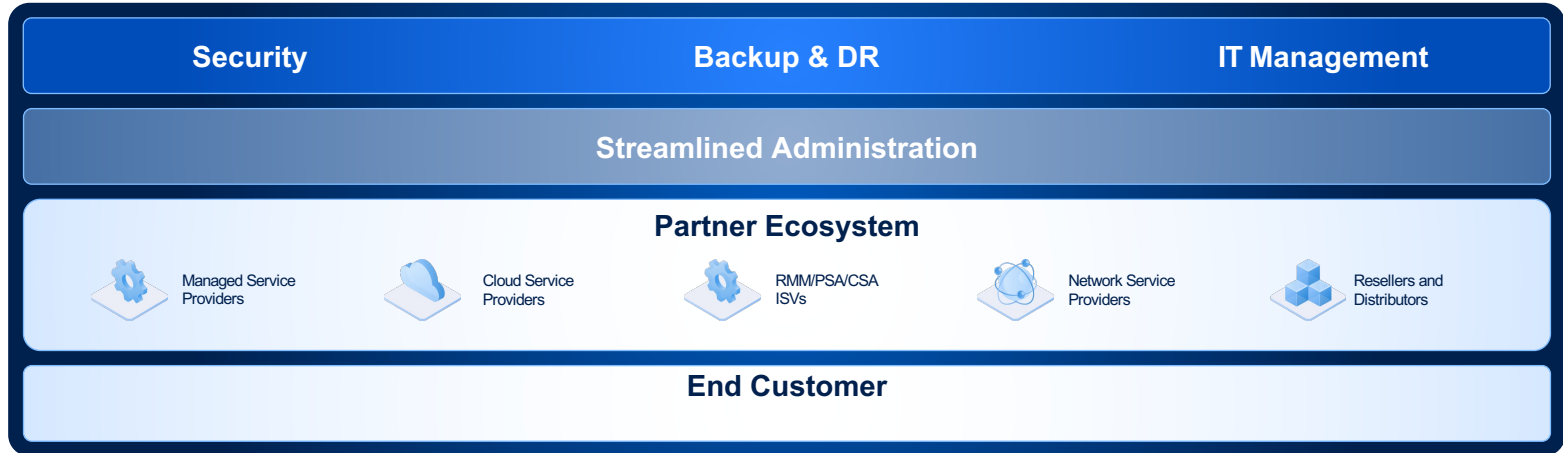
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Comprehensive Cyber Protection Platform

Cross-NIST Platform Powered by AI

Acronis

Cyber Protect / Cloud platform



Note: RMM (Remote Monitoring Management); PSA (Professional Services Automation); CSA (Cloud Service Automation); ISV (Independent Software Vendor).

Complete coverage of NIST framework with Acronis Cyber protection



GOVERN

- Provisioning via a single agent and platform
- Centralized policy management
- Role-based management
- Information-rich dashboard
- Schedulable reporting



IDENTIFY

- Software & hardware inventory
- Unprotected endpoint discovery
- Content discovery
- Data classification
- Vulnerability assessments



PROTECT

- Security configuration management
- Patch management
- Device control
- Data Loss Prevention
- Security training



DETECT

- AI/ML-based behavioral detection
- Exploit prevention
- Anti-malware & anti-ransomware
- Email security
- URL filtering



RESPOND

- Rapid incident prioritization
- Incident analysis
- Workload remediation with isolation
- Forensic backups
- Remote access for investigation



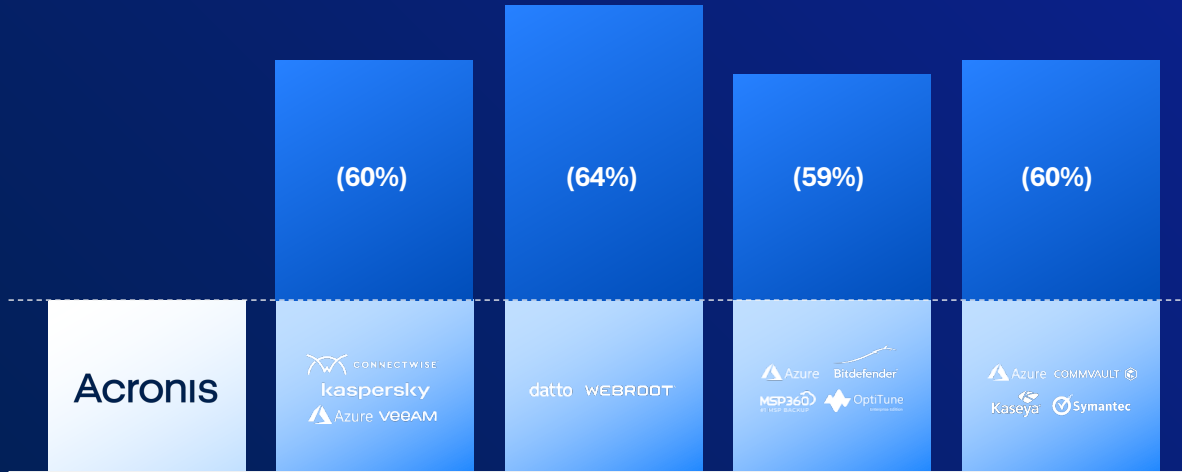
RECOVER

- Rapid rollback of attacks
- One-click mass recovery
- Self-recovery
- Backup integration
- Disaster recovery integration

... at lowest Cost.

Total Cost Difference with Acronis
(incl. Labor Cost Savings):

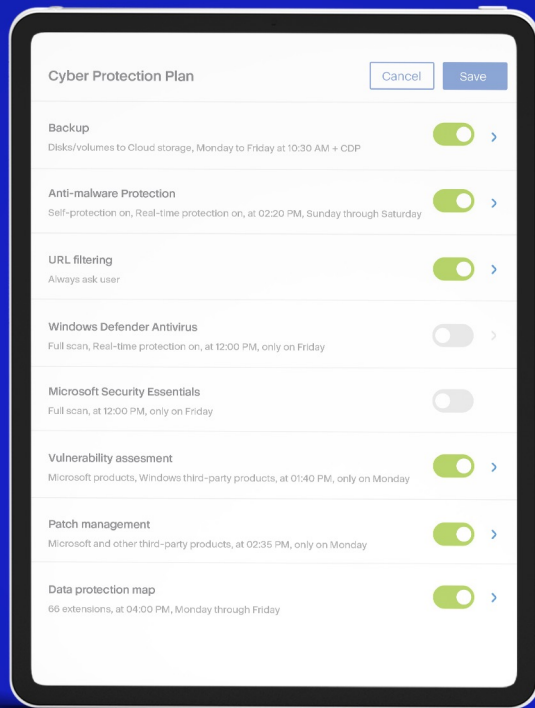
Vendor TCO Comparison



Illustrative Vendor Bundles
Providing Similar Functionality

Acronis on average is **61% more cost efficient** vs. competition

... through an easy-to-use Interface ...



A

More than Backup

A

**More than Disaster
Recovery**

A More than Cybersecurity

A

More than IT Automation

A

More than IT Management

A

Revolutionize your Business
Acronis Cyber Protect
Cloud Platform

**Natively integrated, highly efficient
security built for MSPs**

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Thank you!