

An aerial photograph of a city, likely Milan, Italy, featuring a prominent vertical forest building ( Bosco Verticale ) with lush greenery on its facade. The surrounding urban landscape includes various residential and commercial buildings, parks, and a large stadium area in the foreground. The image is used as a background for a promotional graphic.

Acronis

June, 10

# Acronis Partner Day Italy 2024

# Speakers



**Katya Ivanova**

Chief Sales Officer  
Acronis



**Denis  
Cassinerio**

Senior Director and  
GM South EMEA  
Acronis



**Gaidar  
Magdanurov**

President  
Acronis



**Francisco  
Amadi**

Partner Technology  
Evangelist — EMEA  
Acronis



**Ronan  
McCurtin**

RVP EMEA  
Acronis

# Speakers



**Antonio  
Calvelli**

VP Sales EMEA  
Virtuozzo



**Saverio  
Vardario**

Business Development  
Director  
Wasabi



**Clementina  
Baroni**

Lawyer/DPO  
B&P Solution

# Speakers



**Alessandro  
Avezza**

VP/Country Manager  
Italy  
CompuGroup Medical



**Angelo  
Salice**

Cyber Security and  
Resiliency Manager  
ITWAY



**Dario  
Vemagi**

ICS CEO and  
CTO Smeup



**Luis  
Casagrande**

Data Center Manager  
RackOne



**Piero  
Malfona**

Security Division  
Director  
Skybackbone

# Thank you to our event Sponsors!

## Platinum

**Virtuozzo**



## Gold



Acronis

# Investing in Italy: Empowering your growth



**Katya Ivanova**

Chief Sales Officer  
Acronis

#CyberFit

# Italy is important to Acronis

A nighttime photograph of the Milan skyline, Italy. The Spina 21 skyscraper is the most prominent feature, illuminated with warm lights. Other buildings in the background are also lit up, creating a vibrant cityscape against a dark blue sky. The foreground shows the lower buildings and rooftops of the city, some with lights on.

## 2023

**+40%** B2B revenue growth YoY.

**+35%** SP revenue growth YoY.

**200+** commit partners.

**700+** active partners.

**25,000+** active customers

## 2024 target

**+40%** SP Cloud growth.

Acronis

**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 and realities

**8.6%**

Global IT budget reduction in 2023

**25,000+**

SaaS applications globally

**664** apps

Enterprise **2,500+**

**4.3M**

Global IT staff shortage for IT / cyber

**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.

**There are more:**

- Cyberthreats.**
- Vendors.**
- Agents.**
- Invoices.**
- Risks.**
- Updates.**
- Trainings.**
- Tickets.**

# There is only **one way** to end the chaos

## CONSOLIDATE

around a set of natively integrated,  
highly efficient security solutions.

# Acronis

The solution:

# Acronis Cyber Protect Cloud Platform

#CyberFit

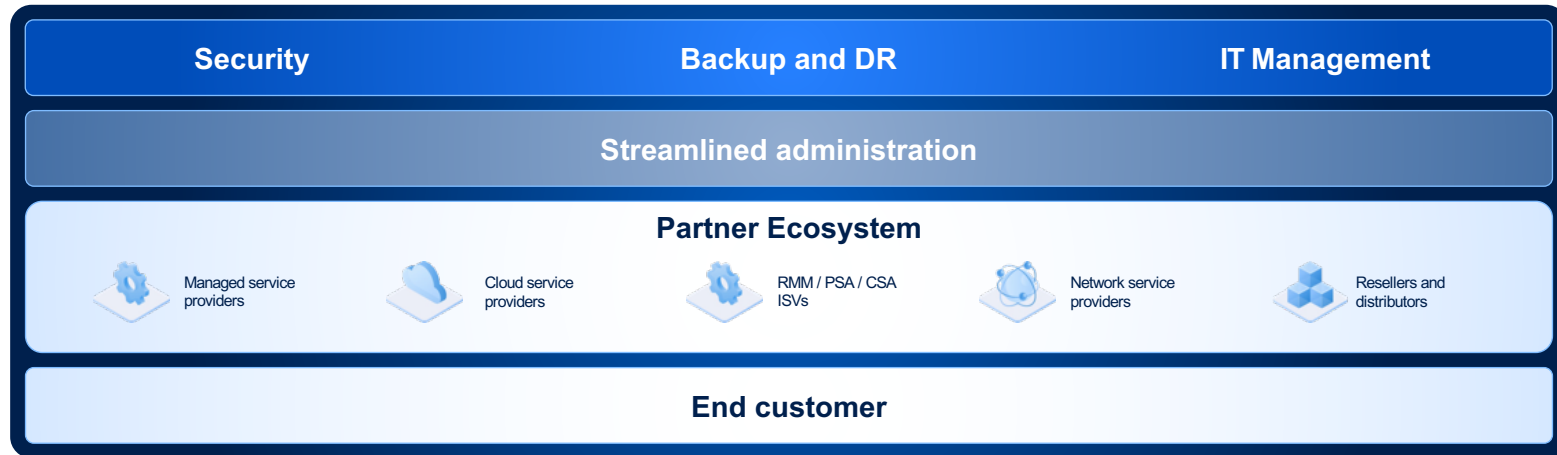


# Comprehensive cyber protection platform

Natively integrated, highly efficient security build for MSPs

## 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 and 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- and ML-based behavioral detection.
- Exploit prevention.
- Anti-malware and anti-ransomware.
- Email security.
- URL filtering.



## RESPOND

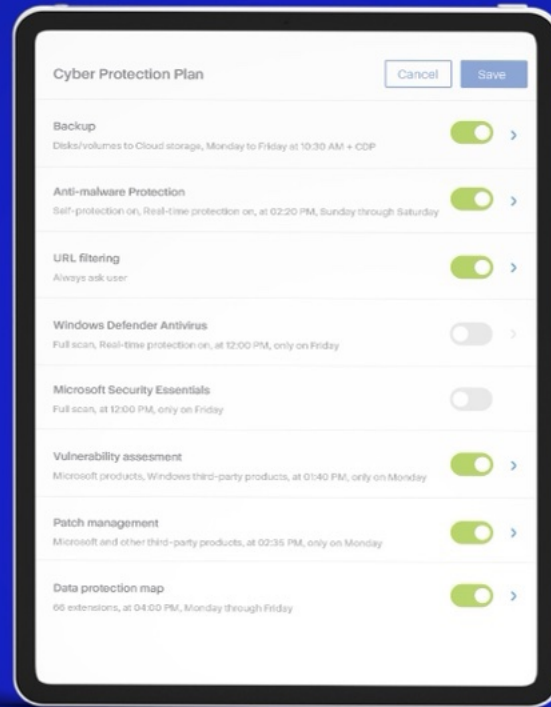
- Rapid incident prioritization.
- Incident analysis.
- Workload remediation with isolation.
- Forensic backups
- Remote access for investigation.



## RECOVER

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

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



Acronis

# Partnership matters



**Denis Cassinerio**

Senior Director and GM South EMEA  
Acronis

#CyberFit

**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**

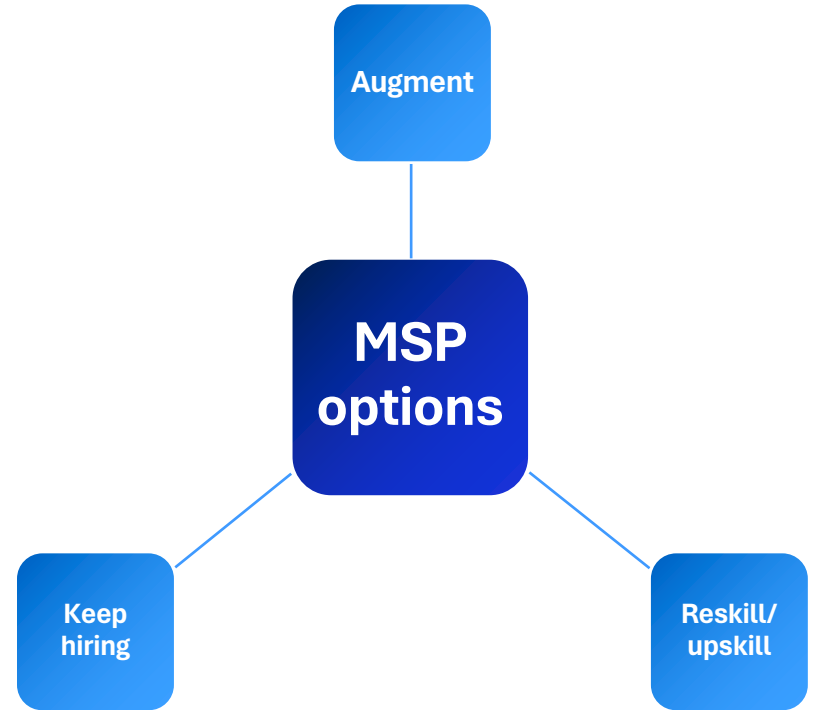
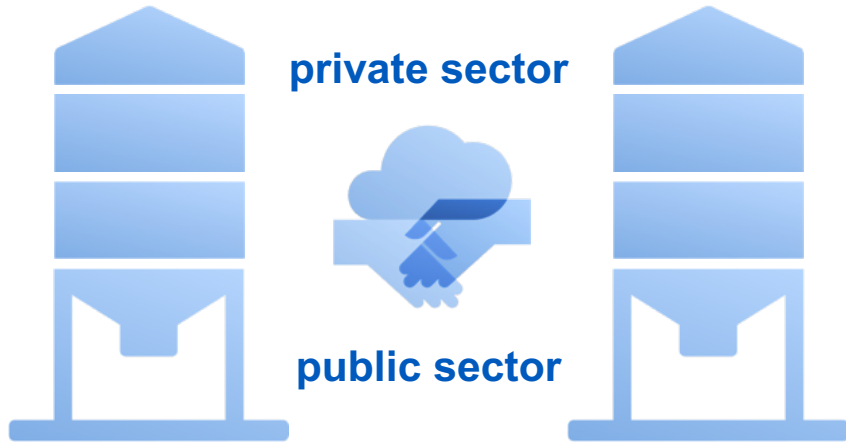
**Natively integrated, highly efficient  
security built for MSPs and IT teams**



# Complexity is (still) the worst enemy of cybersecurity

(cf. Bruce Schneier, 1999)

# Need for simplification/ mitigation of complexity



Source: WEF, The cybersecurity skills gap is a real threat — here's how to address it, 2023

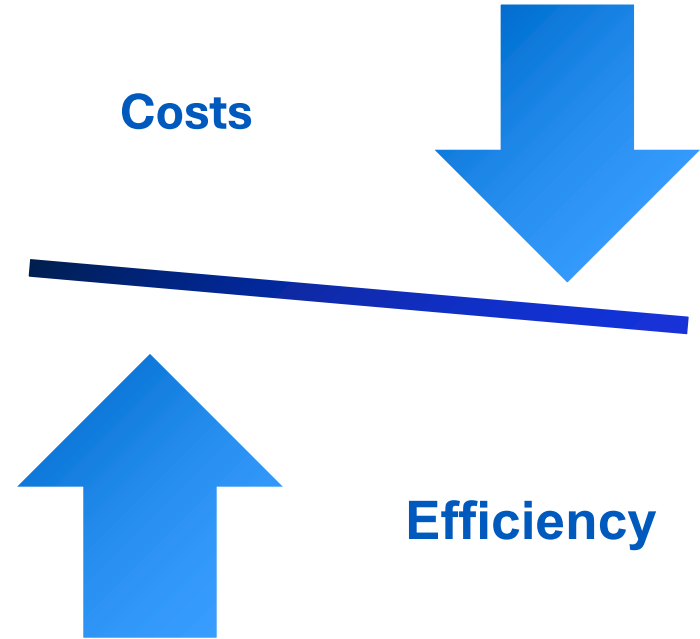
# Need for simplification/ mitigation of complexity



**efficient utilisation  
of economic  
resources**



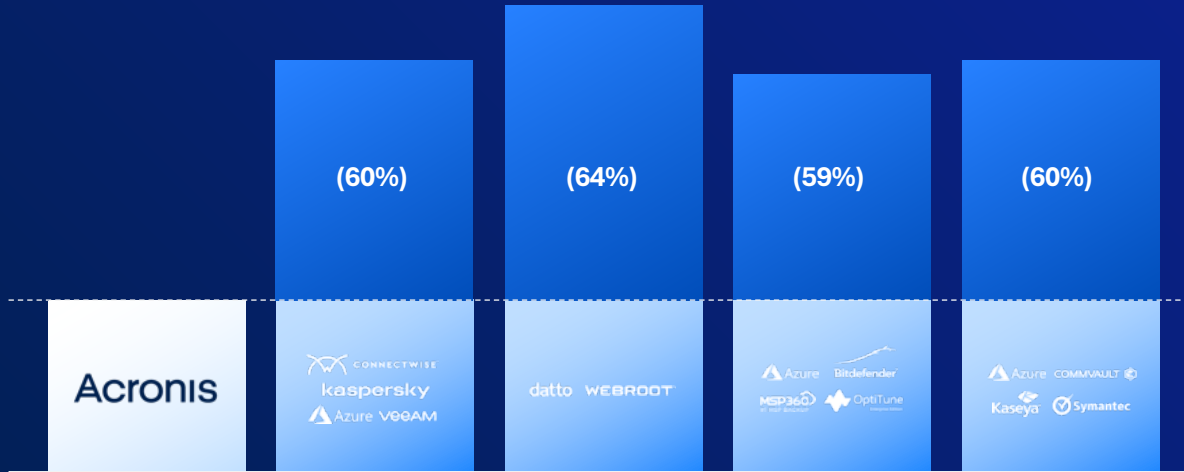
**Increase in  
efficiency leads to  
decrease in costs**



# ... 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

# NIS2 Objectives and principles

## **A** Managing Security Risk

Governance

Risk Management

Asset  
Management

Supply Chain

## **B** Protecting Against Cyber Attacks

Service Protection  
and Policies

Identity and  
Access Control

Data Security

System Security

## **C** Detecting Cyber Security Incidents

Security Monitoring

Proactive Security and Event Discovery

## **D** Minimizing Impact of Security Incidents

Recover from Incident

Forensic Activity

**A**

**Sales Support**



# Acronis

## Partner enablement

### Welcoming MSPs of all sizes

- Going to market ... together
  - Sell with you
  - Marketing campaigns and promotions
  - Webinars and events
  - Demand generation
- Partner portal
- Consumption-based pricing
- True multi-tenancy
- Built for the way MSPs operate today



# Acronis

## Localization

- Product / UI
- Website and product resources
- Marketing assets and support

## Presence

- People — Local Acronis team expanded 50+
  - Partner Success — New Channel and Enterprise Managers
  - Technical Support
  - Solution Engineering
- Academy



# A Integrations

# Cyber Protect Cloud Integrations

Pre-built technology integrations

zomentum



ninjaOne.

HALOPSA



plesk



servicenow.

WHMCS



# A

# Data Centers

# Acronis Regional Data Centers

The Italy, Switzerland, Austria, Lichtenstein, France, Germany, and more.

Supporting our partners across the region.

Italy data center now ACN qualified to support government organizations.

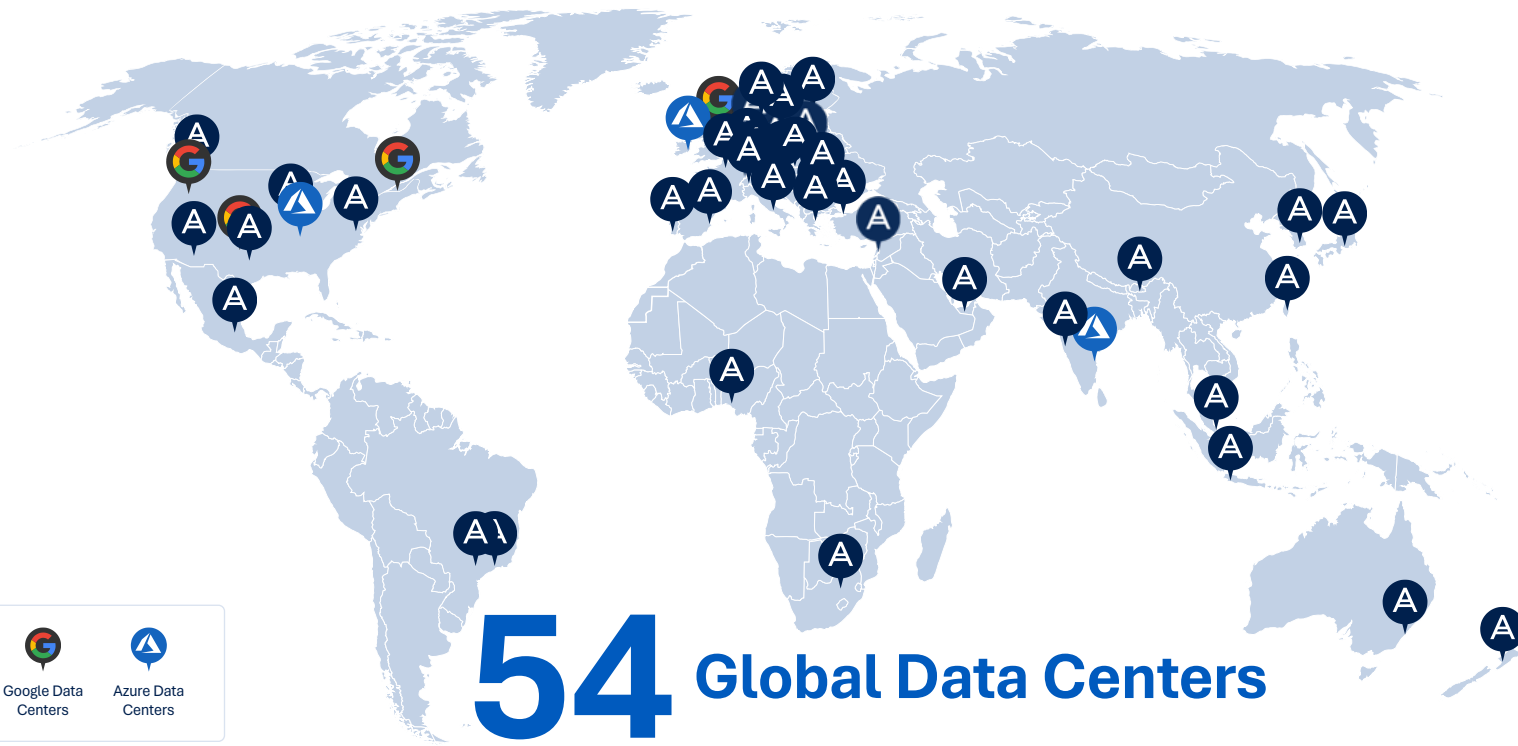



# Global Local Cyber Protection


## Building the Acronis Data Center Network


Australia  
Austria  
Bhutan  
Brazil  
Bulgaria  
Canada  
Czech  
Denmark  
Finland  
France  
Germany  
Greece  
Hungary  
India  
Indonesia  
Ireland  
Israel  
Italy  
Japan

Liechtenstein  
Malaysia  
Mexico  
Netherlands  
New Zealand  
Nigeria  
Norway  
Poland  
Portugal  
Romania  
Singapore  
South Africa  
South Korea  
Spain  
Sweden  
Switzerland  
Taiwan  
Turkey  
UAE  
United Kingdom  
USA



 Acronis Data Centers

 Google Data Centers

 Azure Data Centers

Acronis

# Acronis Cyber Foundation



**Ronan McCurtin**

RVP EMEA  
Acronis

#CyberFit



# Acronis Cyber Foundation #TeamUp Program

Turn your company into a beacon of change,  
**attract people who care, and make a difference  
in the global community.**

By joining forces with us, you significantly  
**impact the future generation, positioning your  
brand as a socially responsible business.**

**Learn more how to start your first  
corporate social responsibility  
project with Acronis.**



Acronis and RNT Rausch opening a school for 150+ children in Dominican Republic

# Join us in doing good at home and around the world!



**30+** school projects

**50+** IT Skills trainings

**55,000+** people reached

# Project options

Choose the projects depending on your company's interests



## School projects

- Build a school or equip a computer classroom.
- Support our school communities with their needs: school stationary, uniforms, football field etc.

## School building treks

- Go on a school building trek.
- Visit the school during the opening ceremony.

## IT Skills

- Run cybersecurity classes at schools in your local community.
- Fund IT scholarships for students in Uganda.

## Environmental projects

- Run an environmental day in your local community (beach/park/forest cleanups).
- Tree planting activity.

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# #TeamUp Sports Program



**Ronan McCurtin**

RVP EMEA  
Acronis

#CyberFit

# Acronis #CyberFit Sports

Modern sports are data driven, and every bit of data is important for the win



**Cyber protection**



**Ransomware protection**



**Archiving and storage**



**Secure data access**



**Machine intelligence**

More than 50 teams use Acronis Cyber Protection



# Acronis #TeamUp Program

## For Acronis service providers

### Use the power of the sports brands marketing rights to grow your business:

- Invoice your favorite team for Acronis tech.
- Use your favorite team as a reference.
- Consolidate your business.
- Grow your **entire business**.
- Dedicated #TeamUp account manager.
- Marketing support.
- Tailored sports marketing rights.
- World-class sports organizations.
- Branding exposure.

**The program is open to new and existing Acronis partners.**



# Amazing sports benefits

Brand exposure, technology adoption, access to partner ecosystem



## Access to sports executives

- Invite team's CIO or CTO to your corporate or marketing events.
- Produce case studies and testimonials.



## Access to players and drivers

- Involve sports stars in events (e.g., virtual Q&A here at the Summit, tomorrow).
- Create marketing content.



## Social media opportunities

- Promote your brand to sports team's social media followers.
- Create sport-themed content for your own network.



## Sports facilities for events

- Run business events at sports team's facilities.
- Invite your partners and customers to sports VIP events.



## Stadium branding and merchandise

- Make your brand visible to millions of fans watching the game at the stadium and on TV.

# Marketing and business tool for MSPs



Build emotional connection



Increase brand awareness



Enhance brand reputation



Reach passionate fans



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# Risk vs. Security: Current cyberthreats and the Acronis roadmap to address them



**Gaidar Magdanurov**

President  
Acronis

#CyberFit

# Acronis

#CyberFit

# Cyberthreat Landscape for Italy

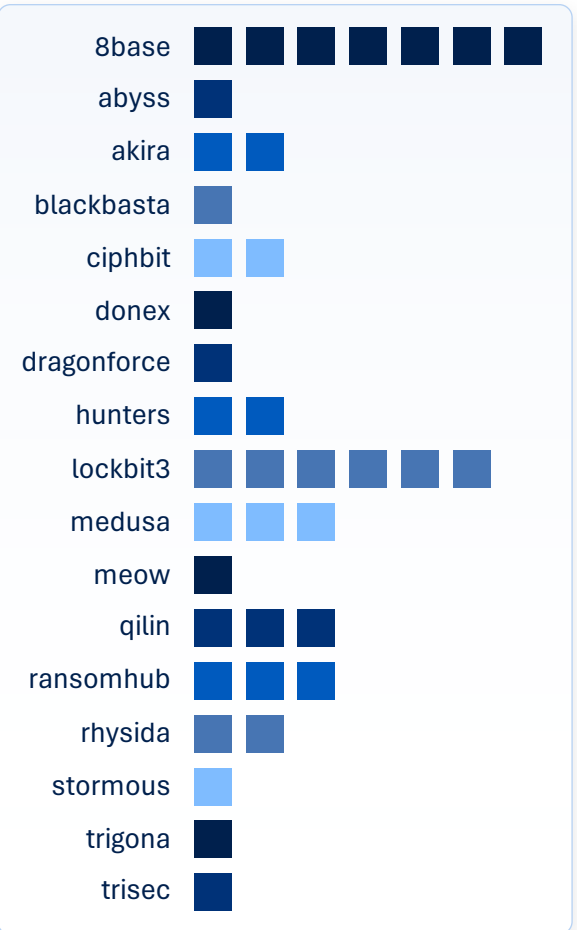
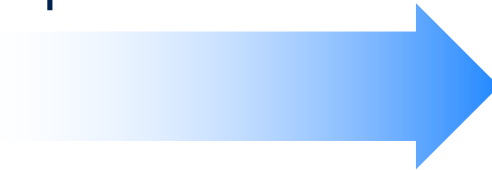
# Recent Italy Cyberthreats at a Glance

**>6 TB of data was exfiltrated.\***



**39 ransomware attacks.**

Ransomware groups responsible:



# Acronis Threat Telemetry Statistics, May 2024

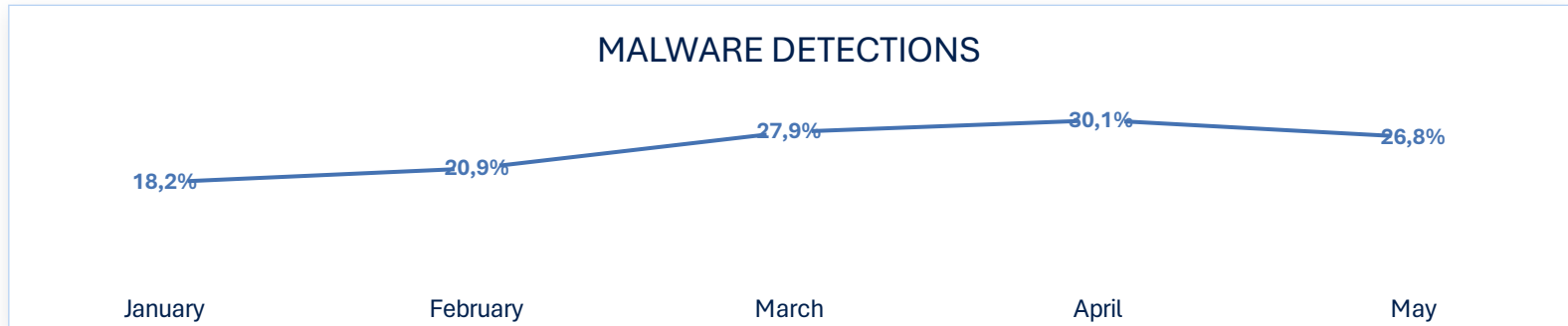
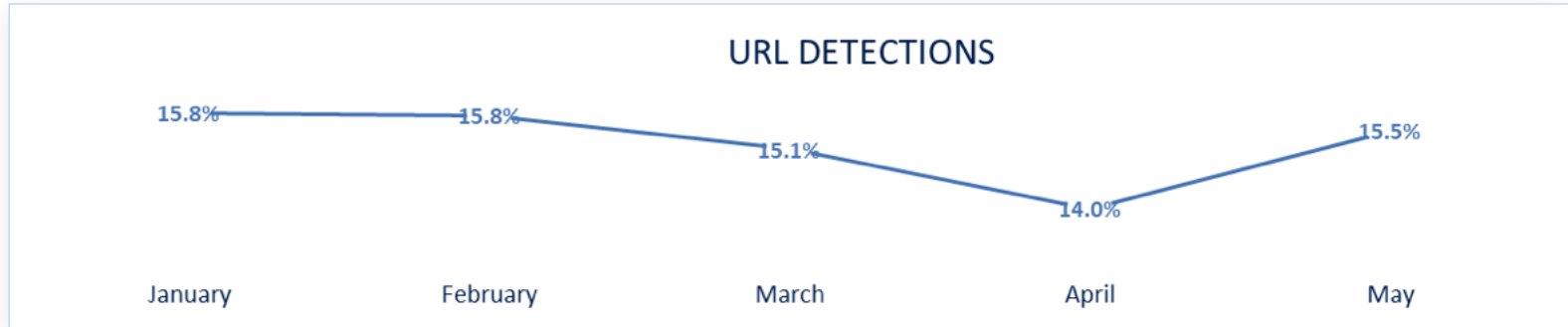
## Malware detections

Rank	Country	Detection rate
1	Bahrain	64.8%
2	South Korea	58.9%
3	Republic of Moldova	47.2%
4	Georgia	41.8%
5	Pakistan	41.2%
6	Egypt	41.0%
7	Sri Lanka	39.7%
8	Namibia	39.6%
9	Vietnam	38.2%
10	Qatar	37.5%
<b>31</b>	<b>Italy</b>	<b>26.8%</b>

## URLs blocked

Rank	Country	Detection rate
1	Macao	79.2%
2	Pakistan	40.2%
3	Vietnam	37.7%
4	North Macedonia	31.3%
5	Haiti	31.0%
6	Peru	30.0%
7	Republic of Lithuania	29.8%
8	India	27.8%
9	Colombia	27.3%
10	Slovakia	26.1%
<b>54</b>	<b>Italy</b>	<b>15.5%</b>

# Acronis Telemetry Statistics, January-May 2024



# Italy: Cards manufacturer compromised

## Victim

- **MF Group** is a company that manufactures plastic cards (PUBLICENTER) and card personalization/mailing solutions as well as metal marking systems (CIM).
- **Industry:** Technology/manufacturing
- **Revenue: 40 mln USD (2023).**

MF Group

## Threat vector and impact

- **Attacked by:** BlackBasta, confirmed on May, 21.
- **Attack vector:** most likely spear-phishing.
- **Impact:** approx. 200Gb of sensitive data stolen including: corporate data, users confidential data and documents, etc.

## How Acronis protects

- **Active Protection** inside core Acronis Cyber Protect detects and blocks any variant of BlackBasta ransomware heuristically.
- **Product needed:** Acronis Advanced Security + EDR , Acronis Data Loss Prevention.

## Detection Screenshot



## CPOC Statistics

\*Malware detections:

**26.8%**

\*Malicious URL was accessed:

**15.5%**

\*normalized numbers, per unique machines in May 2024

# Italy: Federchimica Hit by 8base

## Victim

- **Federchimica** (Italian Federation of the chemical industry), which encompasses 1450 companies with approximately 94,000 employees.
- **Revenue: N/A**



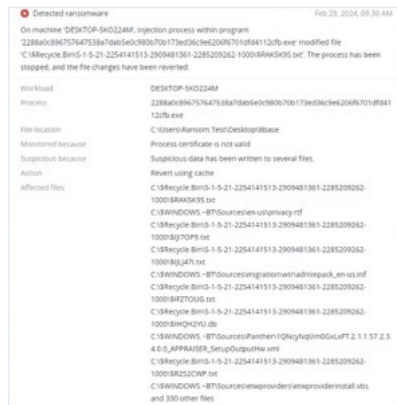
## Threat vector and impact

- **Attacked by:** 8Base, confirmed on March, 12
- **Impact:** the stolen data includes invoices, receipts, accounting documents, personal data, certificates, employment contracts, confidentiality agreements, personal files, and more.
- **Attack vector:** most likely spear-phishing

## How Acronis protects

- **Active Protection** inside core Acronis Cyber Protect detects and blocks any variant of 8Base ransomware heuristically.
- **Product needed:** Acronis Advanced Security + EDR , Acronis Data Loss Prevention.

## Detection Screenshot



## CPOC Statistics

\*Malware detections:

**27.9%**

\*Malicious URL was accessed:

**15.1%**

\*normalized numbers, per unique machines in March 2024

# Italy: Logistics Company Suffered a Cyberattack

## Victim

- **Bertani Trasporti** is a logistics company, specialized in the automotive, motorcycle and spare parts sectors.
- **Revenue: N/A**



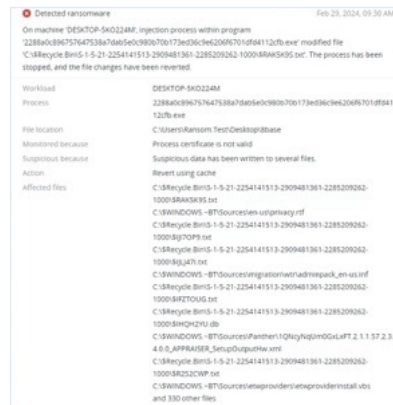
## Threat vector and impact

- **Attacked by:** 8Base, confirmed on February 28
- **Impact:** The exfiltrated data includes invoices, receipts, accounting documents, personal data, certificates, employment contracts, confidentiality agreements, personal files, etc.
- **Attack vector:** most likely spear-phishing
- **Ransom deadline :** March 6th

## How Acronis protects

- **Active Protection** inside core Acronis Cyber Protect detects and blocks any variant of 8Base ransomware heuristically.
- **Product needed:** Acronis Advanced Security + EDR , Acronis Data Loss Prevention.

## Detection Screenshot



## CPOC Statistics

\*Malware detections:

**20.9%**

\*Malicious URL was accessed:

**15.8%**

\*normalized numbers, per unique machines in February 2024



# Italy: Cloud service provider Westpole ransomed

## Victim

- **Westpole** is a Cloud service provider. The incident impacted a customer company PA Digitale, which provides its service to 1300 public administrations, including 540 municipalities.
- Sectors served: Government.
- **Revenue: \$737.5M in 2022**



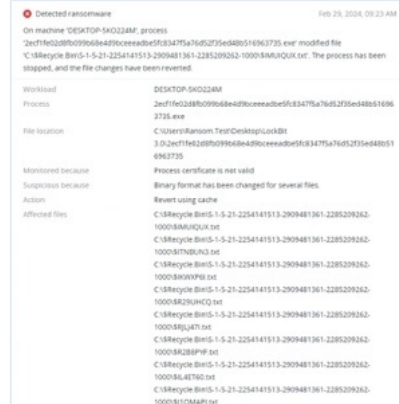
## Threat vector and impact

- **Attacked by:** Lockbit 3.0, confirmed on December 8
- [Westpole was protected by TrendMicro](#)
- **Impact:** est. at dozens if not hundreds of millions USD.

## How Acronis protects

- **Active Protection** inside core Acronis Cyber Protect detects and blocks any variant of LockBit ransomware heuristically.
- **Product needed:** Acronis Cyber Protect.

## Detection Screenshot



## CPOC Statistics

\*Malware detections:

**23.4%**

\*Malicious URL was accessed:

**12.9%**

\*normalized numbers, per unique machines in December 2023

# Acronis

#CyberFit

# Acronis Technology Roadmap

# Acronis' Product Portfolio Evolution



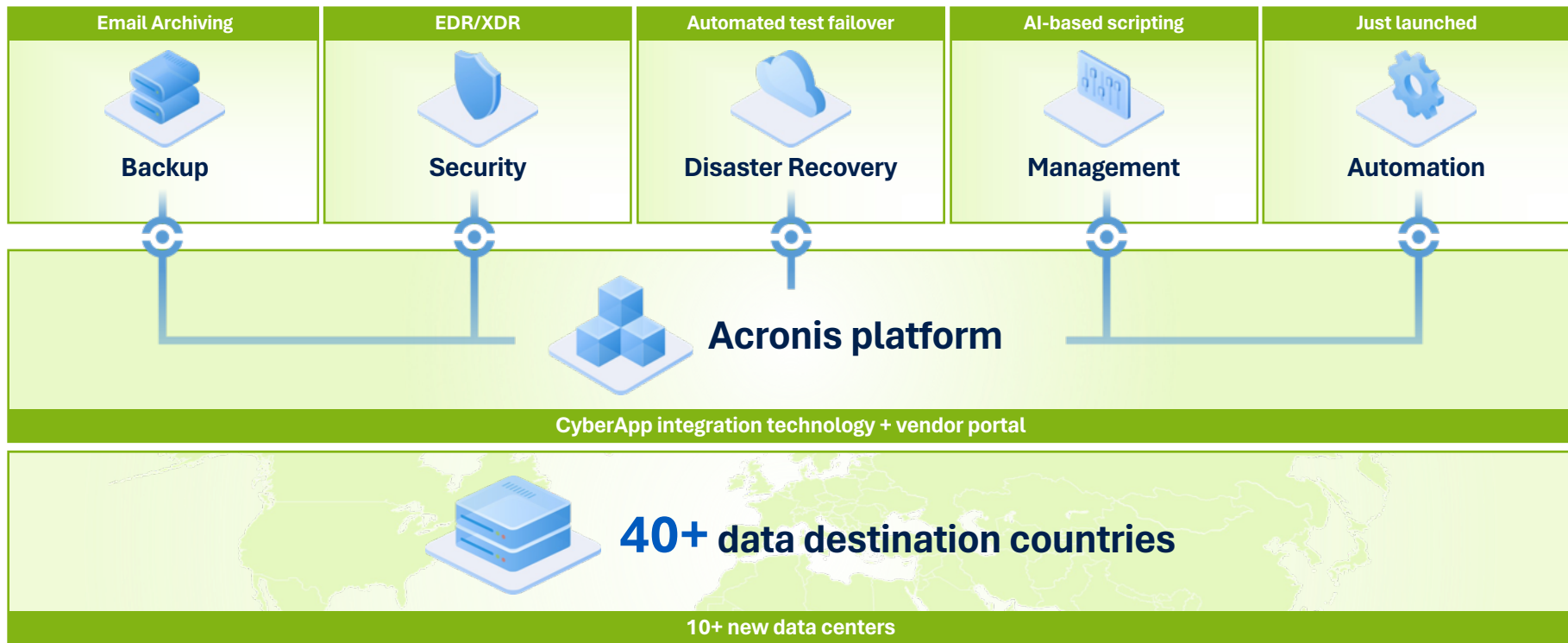
# Natively integrated, highly efficient security built for MSPs

As service providers grow, so does Acronis Cyber Protect Cloud.



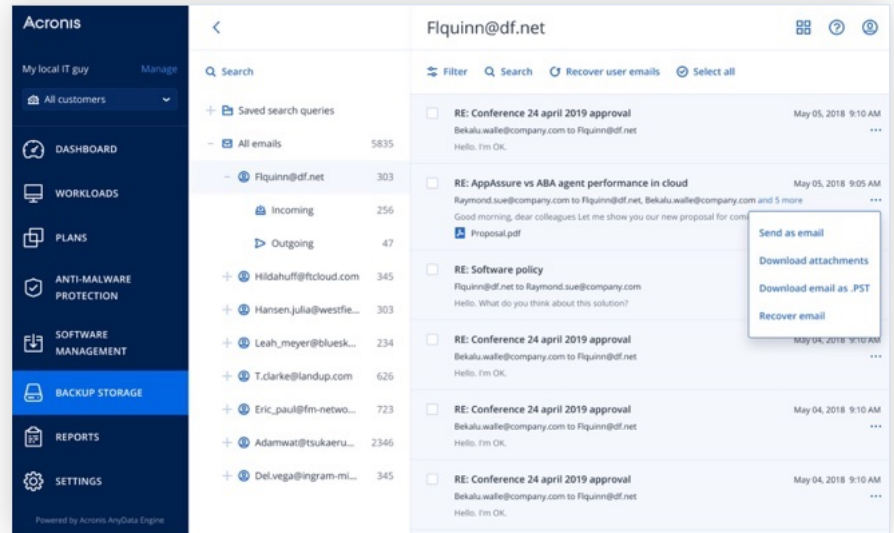
# Natively integrated, highly efficient security built for MSPs

As service providers grow, so does Acronis Cyber Protect Cloud.



# Email Archiving for Microsoft 365

- Compliance
- Robust search capability
- Optimized performance



# Acronis Endpoint Detection & Response (EDR/XDR)

## Legacy antivirus

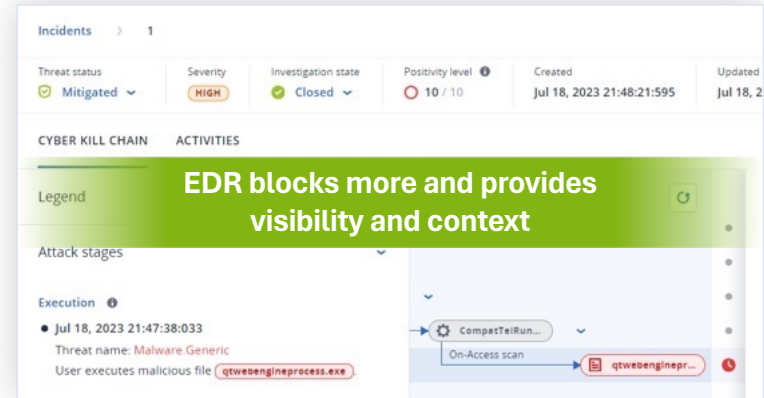


Alert details for a legacy antivirus system:

- Alert category: Antimalware protection
- Workload: DESKTOP-BK3GKA4
- Plan name: **Antivirus blocks attack but lacks context**
- File name: [Redacted]
- File path: [Redacted]
- MD5: 937d8f5da4dff6309bfa4c3b63a2708
- SHA1: f697230ba32c437760bf2ac36e6bb33b86684244
- SHA256: 5fda381a9884f7be2d57b8a290f389578a9d2f63e2ecb98bd773248a7eb99fa2
- Threat name: Gen:Variant.Ransom.Royal.1
- Action: Moved to quarantine

- 1 Legacy antivirus cannot reliably block advanced persistent threats or zero-day attacks.
- 2 Addressing the impact of a breach is complex but necessary to ensure business continuity.
- 3 For many companies, compliance and visibility are essential (e.g., GDPR).

## Acronis Advanced EDR



Incident details in the Acronis Advanced EDR interface:

- Incidents: 1
- Threat status: Mitigated
- Severity: HIGH
- Investigation state: Closed
- Positivity level: 10 / 10
- Created: Jul 18, 2023 21:48:21:595
- Updated: Jul 18, 2023

Attack stages and activities:

- Execution: Jul 18, 2023 21:47:38:033
- Threat name: Malware.Generic
- User executes malicious file: **qtwebengineprocess.exe**
- Activities: CompatTelRun..., On-Access scan, qtwebenginepr...

- 1 A clear visibility overview. What did it do? How did it get in? How did it spread?
- 2 Rapid attack prioritization, analysis and response.
- 3 Business continuity with integrated backup and recovery.
- 4 Easily launch services with a unified platform and agent — simple to deploy, manage and scale.

# New Standard of Endpoint Security

Acronis Advanced Security and Acronis EDR are now one ... at no additional charge.

- **Traditional security fails.** EDR is required to address increasing number and sophistication of attacks.
- **Acronis EDR** is now included with Advanced Security and available to all Acronis partners **at no additional charge.**
- The best solution for MSPs is also the best value, bar none.



**EDR is now available in Advanced Security** Endpoint Detection and Response (EDR) is available for all Advanced Security users at no extra charge.

Close



# Managed Detection & Response (MDR)

Let the experts monitor and react 24/7 to incidents in Acronis EDR for you.

## Faster response



Outsource some or all response actions in real time and stop attacks fast.

## Don't get flooded



Triage incidents, escalate when needed.

## Save time and teams



MDR handles alerts in the middle of the night or around the clock.

## Experienced



Get expert help with new incidents.

## Focus on core business



You focus on customers and building your business.

# Extended Detection & Response (XDR)

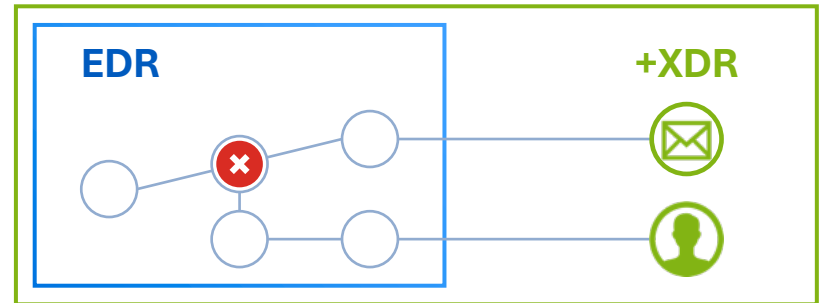
## XDR is the solution:

- Visibility
- Threat hunting
- Efficient remediation
- Integrated
- Automate response
- Threat intelligence

## Example use-case: Malicious email

- User opened malicious email containing password stealer.
- AV/EDR terminates the malware, but credentials were already stolen.
- XDR finds corresponding email and blocks it for all.
- XDR disables the Azure user until password is reset.

**XDR provides the bigger picture and complements protection actions across the full infrastructure.**



Acronis

# EDR, MDR and XDR demo



**Francisco Amadi**

Partner Technology Evangelist — EMEA  
Acronis

#CyberFit

# Continuous theme: Scalability and performance



**Faster console**



**Efficient agents**



**Scalable global data centers**



**Extended troubleshooting tools**



**Expect more performance**



# Get protected today

**Enable Advanced Security** for all endpoints under your management to make sure you are ready to protect your customers against the modern cyberthreats.



Acronis

# Building your MSP business on security



**Gaidar Magdanurov**

President  
Acronis

#CyberFit

Acronis

**What connects  
the Space Shuttle  
and a horse?**

#CyberFit





A photograph of a cobblestone street in Pompeii. The street is paved with large, dark grey, rounded stones. To the right of the street is a low, dark stone curb. Behind the curb is a gravel path and a blue metal fence. In the background, there are stone buildings with arched doorways. A person is visible in the distance on the left. A blue text box is overlaid on the right side of the image.

The roads of Pompeii showing  
chariot wheel tracks

The US standard railroad gauge is **4 feet, 8.5 inches** – designed by the engineers from England



Great Northern Railway



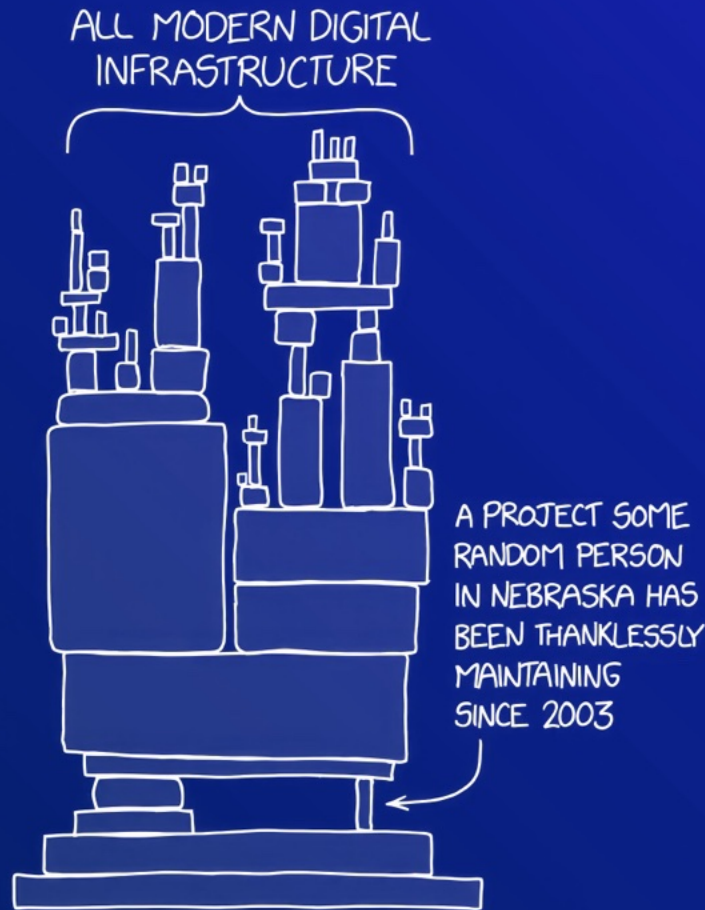
**M**  
MALT  
CONSTRUCTION



Samuel Oschin  
Air and Space Center

**Space shuttle rocket boosters**

A joke but  
not a joke...  
remember  
the `xz/liblzma` ...



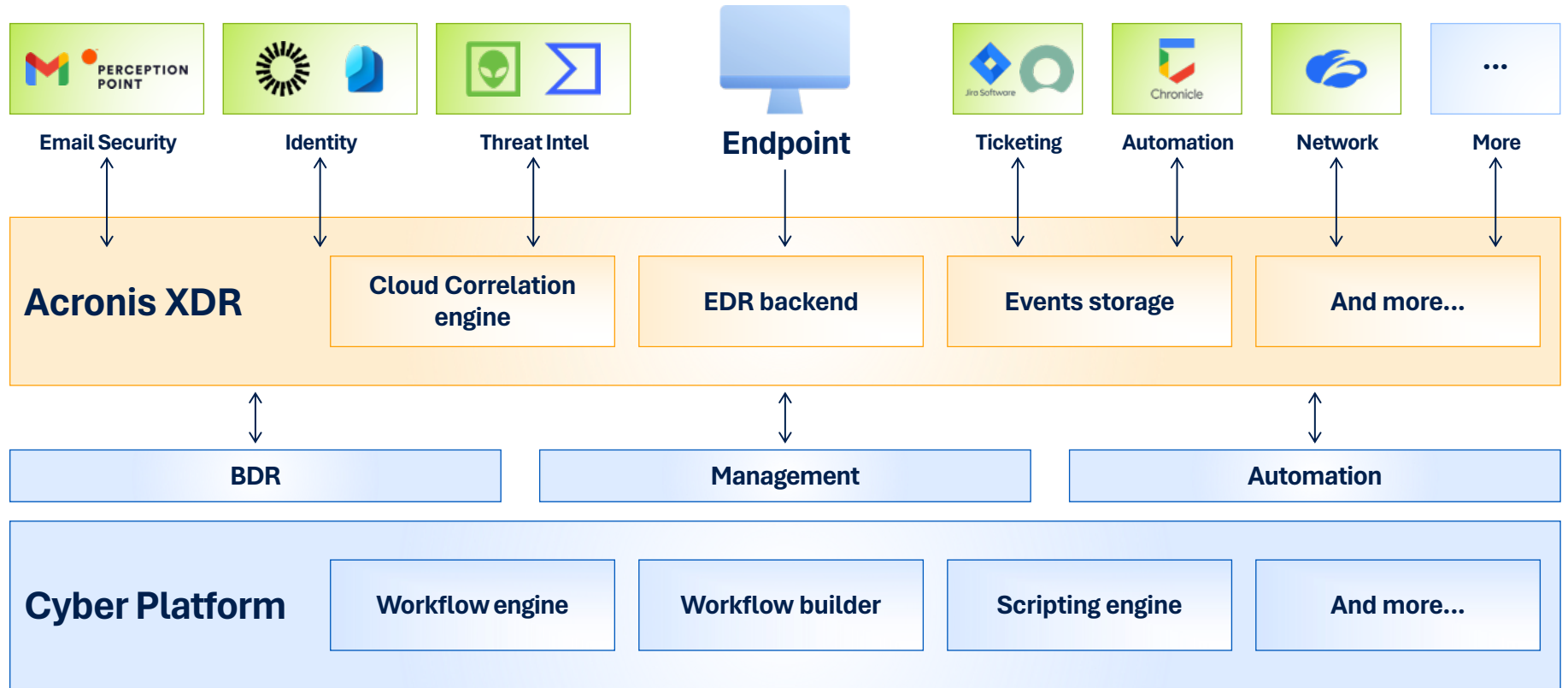
**Non-integrated security fails:**  
APTs, Session Hijacking,  
Rootkits, Ransomware





Integrated security with  
**Extended Detection  
and Response (XDR)**  
is the solution

# Extended Detection and Response (XDR)





Three trends for  
the **future of cybersecurity**

AI

Integration and  
transparency

Secondary data  
for detection

Secondary data  
for investigation



# Acronis Cyber Cloud built for service providers

Natively integrated, highly efficient security, data protection and management in a single solution

## Cybersecurity



Endpoint Detection and Response



Vulnerability assessment



Malware resistance



Email security



Incident investigation



Ransomware protection

## Data protection



Backup



Disaster recovery



Continuous data protection



Secure cloud storage

## Management



Patch management



Remote access

## Ease of use

Single agent, single console and single policy for all services, and a single dashboard for monitoring.

## Operational efficiency

Mass management in multitenant environments designed for distributed, diverse customer infrastructure.

## Integration platform

Extensible and customizable platform to integrate all IT tools into a single technology stack.

# Offering for Microsoft 365 protection



**Sell Microsoft 365 licenses and services**



**Add Microsoft 365 data backup**



**Add Advanced Email Security**



**Collaboration Security for Microsoft 365**



**Protect the device with Advanced Security + EDR / XDR**

**Upsell**

# Offering for a device protection



**Device, refresh and support services**



**Add Advanced Backup**



**Protect the device with Advanced Security + EDR / XDR**



**Add Data Loss Prevention (DLP)**

**Upsell**

Acronis

**Come Virtuozzo  
abilita la  
Virtualizzazione,  
l'orchestrazione del  
Cloud e lo Storage**



**Antonio Calvelli**

VP Sales EMEA  
Virtuozzo

#CyberFit

# Virtuozzo

## How Virtuozzo enables Virtualization, Cloud Orchestration and Storage

- easy infrastructure and application management
- for enterprises, service providers and DevOps

Antonio Calvelli  
VP EMEA, Virtuozzo

# Virtuozzo: fast, easy and affordable virtualization and cloud

Software + Services + Support + Partner Network

**680+**



Service Provider customers

**40%**



Market Penetration in Virtualization for Hosting Providers

**300+**



Employees. Sales presence in 12 countries

**24+**



Years of expertise in virtual datacenter enablement

**2**

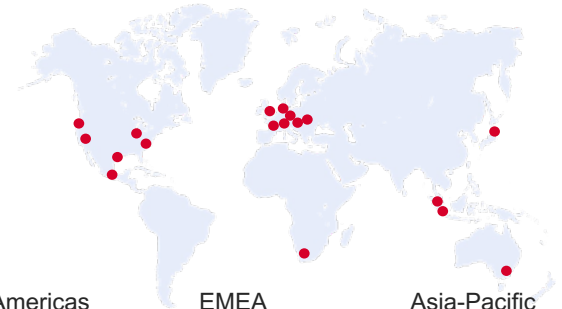


Strategic acquisitions in 2021 (OnApp, Jelastic)

**157**



Patents



## Americas

- Austin
- Chicago
- Mexico City
- Philadelphia
- Portland
- Seattle

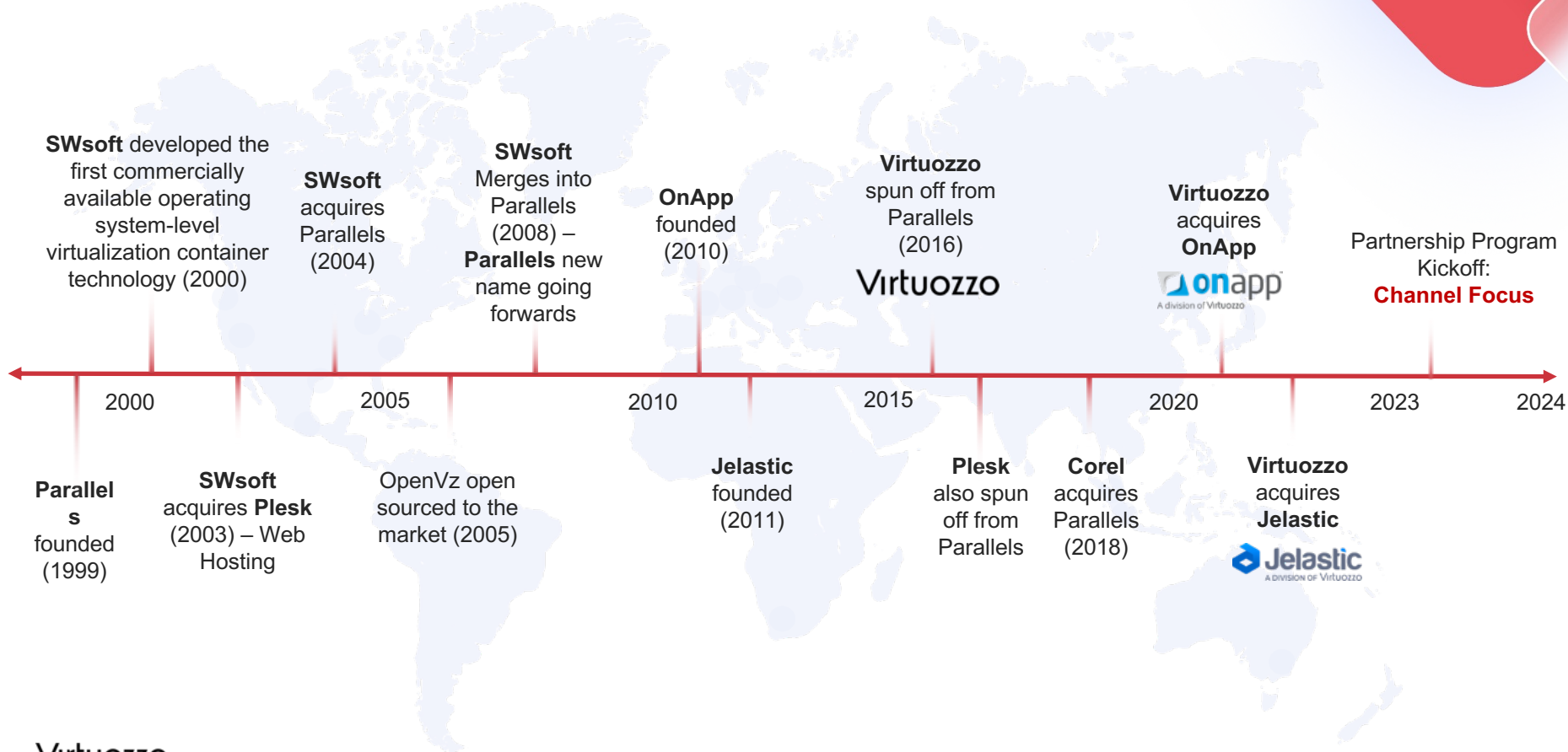
## EMEA

- Amsterdam
- Cape Town
- London (2° HQ)
- Lviv
- Munich
- Montpellier
- Rome
- Schaffhausen (HQ)
- Zhytomyr

## Asia-Pacific

- Kuala Lumpur
- Singapore (3° HQ)
- Sydney
- Tokyo

# 24-year heritage in virtualization and cloud

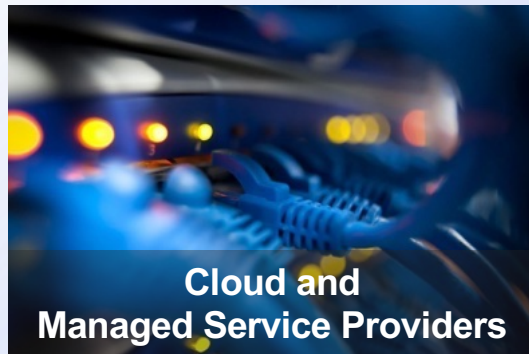
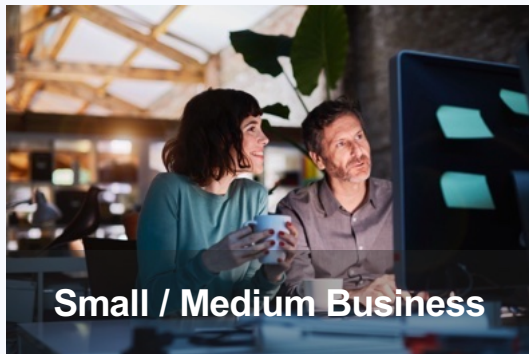


# Just a few of our customers...





# Today, we'll focus on **three** important solutions for **your** customers...





Across Europe, 75% of small businesses run on 5 nodes or fewer

VMware bundling / price increases are driving the search for virtualization alternatives

## Needs:

- Robust, resilient virtualization
- No Vendor Lock-in
- Ease of use
- Simple pricing, low TCO
- Flexible hardware support
- Backup native integration
- Options to scale

# Virtuozzo for Enterprises



- Hyperconverged solution (high-performance compute, storage)
- Industry standards-based (easy to manage)
- Flexible hardware support (servers, storage, networking)
- Robust, secure virtualization (VMs, Kubernetes)

Virtuozzo

The screenshot displays the Virtuozzo management interface. The top section shows 'Virtual machines' with a table containing one entry: 'vm01' with status 'Active', IP address '10.136.19.33', 1 vCPU, 512 MB RAM, and 10 GiB storage. The bottom section shows 'Backup plans' with a table containing three entries: 'Backup...', 'Backup...', and 'Only data volume'. A large red circle is overlaid on the screenshot, containing the text: 'Typically 50% lower TCO than VMware'.



**SME-friendly alternative to VMware**



**Much easier to sell, manage and use**



**Much more flexible pricing model**

- PAYG, with or without min commitment
- Based on usage or cores



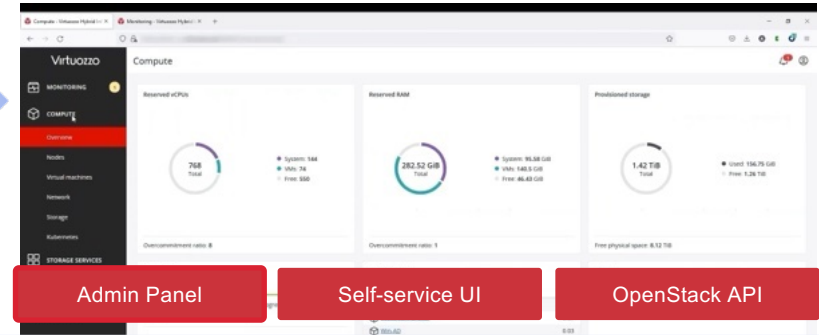
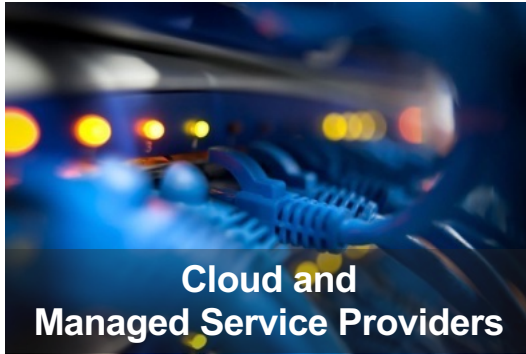
Sells public or managed private cloud using their own datacenter infrastructure (IaaS)

VMware partnership and price changes are driving the search for alternative cloud platforms

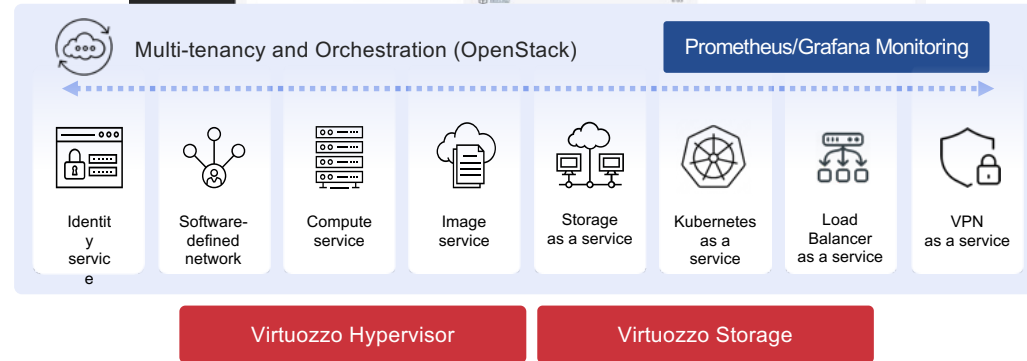
## Needs:

- Future-proof VMware alternative
- No Lock-in
- Easy upgrade
- Native multi-tenant/self-service
- Efficient operation, minimal staff
- Easy integration with other solutions
- 24x7 support

# Virtuozzo for CSP/MSPs



- Production-ready OpenStack (private/public/hybrid cloud ready)
- Intuitive UI (no complex training/certifications)
- Flexible licensing (with sensible margins, support included)
- Hardware agnostic (+ billing, backup integrations + API)





Developers in ISVs / SaaS, and enterprise IT teams building, modernizing and managing applications (PaaS)

Multi-cloud, agility and the need to minimize cost are driving the search for alternative solutions

## Needs:

- Application lifecycle automation
- Cloud deployment, scaling, clustering
- Flexible infrastructure options
- Containerization + VMs
- Integration with CI/CD workflow
- Support for apps and frameworks

# Virtuozzo for DevOps

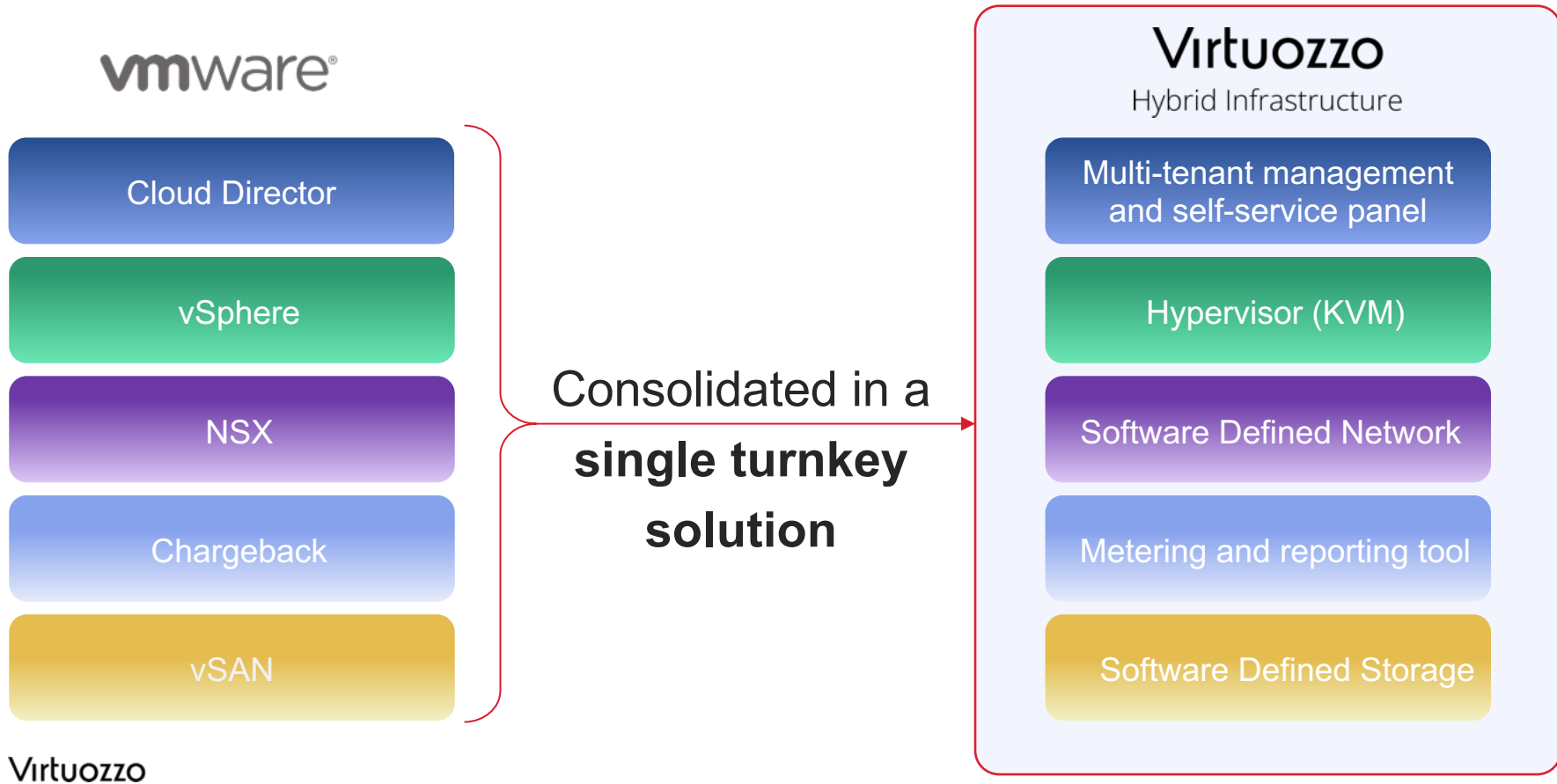


- Turnkey Platform as a Service (private/public/multi-cloud)
- Elastic containers, K8s, VMs (application modernization/cloud-native)
- Automate everything (deploy/cluster/scale/backup/update)
- Application marketplace (one-click apps, databases, frameworks)

Virtuozzo

The screenshot displays the Virtuozzo management interface. The top section shows 'Application Servers' configuration with options for 'Vertical Scaling per Node' (Reserved: 5 cloudlet(s), Scaling Limit: up to 48 cloudlet(s)) and 'Horizontal Scaling' (3 cloudlets). The right sidebar shows 'Container Resources' with a total of 32 cloudlets and an estimated hourly cost of \$0.118 to \$0.78. A dashboard overlay in the foreground features a grid of service tiles: SaaS, DevOps, Platform-as-a-Service, Containers / VMs, Network, and Storage. The dashboard also includes 'Monitoring' and 'Billing' sections. At the bottom, there is an 'Application Marketplace' with logos for Amazon Web Services, Microsoft Azure, Google Cloud, OVHcloud, IBM Cloud, Oracle Cloud, Alibaba Cloud, Virtuozzo Cloud Partners, PRIVATE CLOUD, and EDGE.

# One platform instead of 5 separate VMware products





Acronis

# Wasabi Hot Cloud Storage – Soluzioni Immutabili e Sostenibili per il Backup dei Dati



**Saverio Vardario**

Business Development Director  
Wasabi

#CyberFit

# Wasabi Hot Cloud Storage

Saverio Vardaro

Director Business Development EMEA



# Acronis



# A proposito di Wasabi

## Wasabi Technologies

- Fondata a Boston nel 2015 dai fondatori di Carbonite
- Società privata, con investimenti di \$534 milioni fino ad oggi
- Focus esclusivo su Cloud Object Storage

## Hot Cloud Object Storage as a Service

- Mercato storico di AWS S3, Azure Blob, GCP Storage
- Sicuro, ad Alte Prestazioni e con costi Sostenibili
- Migliaia di clienti e partner nel mondo



# Wasabi: Visione e Missione

**Vision:** Cloud Storage Commodity per sostenere la crescita del business di qualsiasi azienda

**Missione:** archiviare tutti i tuoi dati rendendo l'archiviazione semplice, sicura e conveniente.

- ✔ **Più Veloce** Massima velocità di lettura, scrittura, download.
- ✔ **Più Sicuro** AES 256, Immutabilità, MFA, MUA, GDPR...
- ✔ **Più Semplice** Un unico livello di servizio, tutto attivo.
- ✔ **100% Compatibile con S3** (APIs, IAMs)
- ✔ **Sostenibilità e Prevedibilità** Nessun costo nascosto



# Cloud: Cosa Proprio Non Funziona...



**Budget**



**Lock-In**



**Complessità**

# Wasabi: Value Proposition

**Vision:** Cloud Storage Commodity per sostenere il Business delle aziende

**Missione:** archiviare tutti i tuoi dati rendendo l'archiviazione semplice, conveniente e sicura.



## Pricing

- Fino al 80% di risparmio
- Nessun costo di uscita
- Nessun costo di API
- Semplicità: 1 Tier, Hot
- Paga solo per lo storage
- Predici il Budget



## Performance

- Hot: Disponibilità immediata
- 100% compatibilità con S3
- Wasabi Direct Connect
- Espandi in un click



## Protezione

- Disponibilità del 99,99%
- GDPR Compliant
- Durabilità dei dati 11x9s
- Immutabilità e oltre

# Wasabi : Scegli La Tua Region



## ➤ Nord America

- us-east-1 & 2 (Virginia)
- us-central-1 (Texas)
- us-west-1 (Oregon)
- ca-central-1 (Toronto)

## ➤ Europa

- eu-west-1 (London)
- eu-west-2 (Paris)
- eu-central-1 (Amsterdam)
- eu-central-2 (Frankfurt)

## ➤ Asia

- ap-northeast-1 (Tokyo)
- ap-northeast-2 (Osaka)
- ap-southeast 1 (Singapore)
- ap-southeast-2 (Sydney)

## Espansioni 2024 ●

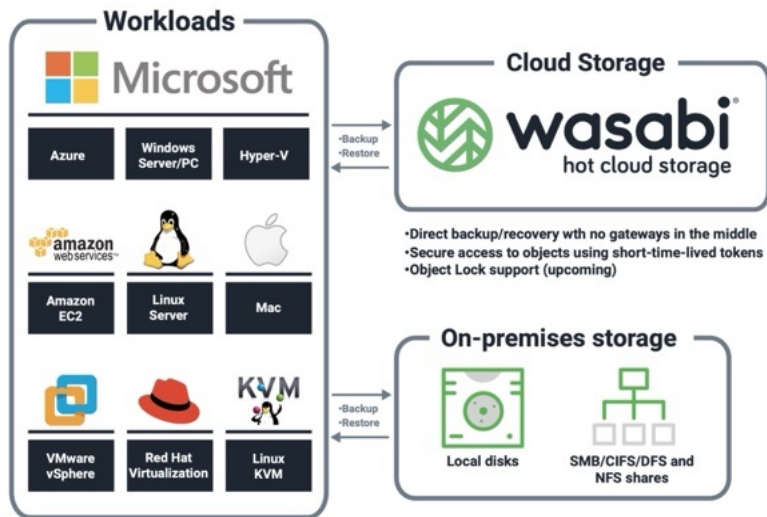
- US East & West (ready)
- **Milano (Italia)**
- Manchester (UK)

# Wasabi Leader di Mercato





- 🌿 **Backup semplice:** Acronis + Wasabi = Backup e ripristino facili
- 🌿 **Addio complessità:** Niente più problemi di storage locale e costi di recupero dati alti
- 🌿 **Cloud diretto:** Backup diretti sul cloud sicuro di Wasabi, senza infrastruttura ingombrante



## La Combinazione Perfetta!

## Backup & Storage Cloud Sicuro

## Facile da Gestire e Monetizzare



# Acronis

Acronis introduces native support for Wasabi storage

Perché i cloud backups offrono **unici livelli di flessibilità, scalabilità e sicurezza!**

- Adegua le tue esigenze di archiviazione all'occorrenza
- Elimina la necessità di significativi investimenti iniziali di hardware
- Accedi a una maggiore sicurezza dei dati e funzionalità di disaster recovery



**Supporto Nativo  
Direct To Cloud**



# wasabi + Acronis

- **Semplifica** la creazione, la gestione e la fatturazione dei tuoi clienti
- **Integra** Wasabi direttamente con Acronis, rendendolo un semplice componente aggiuntivo per la soluzione di backup cloud Cyber Protect
- **Monetizza** il rivoluzionario storage
  - Hot
  - Sicuro
  - Sostenibile



Acronis

# La Direttiva NIS2



**Clementina Baroni**

Lawyer/DPO  
B&P Solution

#CyberFit

# LA DIRETTIVA NIS2

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Per rispondere ad attacchi informatici sempre più frequenti e dannosi l'Unione Europea ha adottato la direttiva sulla sicurezza delle reti e dei sistemi informativi

# INTRODUZIONE

La Direttiva NIS 2 stabilisce importanti novità e adempimenti che i soggetti, essenziali e importanti, che ricadono all'interno del perimetro di applicazione, dovranno tenere in considerazione

# STRATEGIA CYBER

## IL QUADRO NORMATIVO EUROPEO COMPLESSIVO

<b>REGOLAMENTO UE 2016/679</b>	<b>REGOLAMENTO UE 2022/2554</b>	<b>REGOLAMENTO UE 2022/2065</b>	<b>REGOLAMENTO UE 2022/1925</b>
Protezione delle persone fisiche con riguardo al trattamento dei dati personali <b>(GDPR)</b>	Resilienza operativa digitale per il settore finanziario <b>(DORA)</b>	Mercato unico dei servizi digitali <b>(Digital Service Act)</b>	Mercati equi e contendibili nel settore digitale <b>(Digital Markets Act)</b>
<b>REGOLAMENTO UE 910/2014</b>	<b>REGOLAMENTO UE AI ACT</b>	<b>PROPOSTA CYBER RESILIENCE ACT</b>	
Identificazione elettronica e servizi fiduciari per la transazioni elettroniche nel mercato interno (eIDAS)	Regole armonizzate sull'intelligenza artificiale	Requisiti orizzontali di cibersecurity per i prodotti con elementi digitali	

# TIMELINE DIRETTIVA NIS 2





# NIS2

## OBIETTIVO

---

Eliminare le ampie divergenze tra gli Stati membri e creare una base comune

● Aggiornamento dell'elenco di settori e attività coinvolti dagli obblighi di cybersecurity

● Mezzi di ricorso e misure di esecuzione funzionali a un'efficace esecuzione degli obblighi

● Estensione dell'ambito di applicazione a una parte più ampia dell'economia

● Superamento della distinzione tra operatori di servizi essenziali e fornitori di servizi digitali

# DA NIS1 A NIS 2

## COSA CAMBIA?

# Applicazione-Soggetti-Criticità

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LA NIS 2 MANDA UN MESSAGGIO  
CHIARO ALLE AZIENDE.

## LA CYBER SECURITY

NON È PIÙ UN PROBLEMA  
LIMITATO ALL'AMBITO IT, MA  
RIGUARDA L'INTERA  
ORGANIZZAZIONE E DEVE  
ESSERE TRATTATA COME TALE

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# APPROCCIO MULTIRISCHIO

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# AZIONE DI GESTIONE DEL RISCHIO

La direttiva NIS 2 prescrive che i soggetti essenziali e importanti intraprendano **azioni adeguate e proporzionate** in ambito **tecnico, operativo e organizzativo**, al fine di gestire i rischi alla sicurezza della rete e dei sistemi informatici utilizzati da tali soggetti per svolgere le proprie attività o per fornire i propri servizi, nonché per prevenire e limitare l'impatto di eventuali incidenti sui destinatari dei loro servizi e su altri servizi.

Le aziende o autorità soggette alla direttiva NIS 2 devono innanzi tutto stabilire le misure necessarie, per poi implementarle in una seconda fase.

# VALUTAZIONE DEI RISCHI

- Non solo rischi digitali, ma anche legati alle persone, fisici e ambientali
- Gestione risorse umane e processi interni
- Gestione della catena di approvvigionamento
- Preparazione e risposta agli incidenti
- Adattabilità e resilienza
- Cooperazione e condivisione delle informazioni

# MISURE SPECIFICHE DI GESTIONE DEI RISCHI

- **ACQUISTO:** Sicurezza nell'acquisizione, sviluppo e manutenzione dei sistemi informatici, gestione e divulgazione delle vulnerabilità.
- **FORMAZIONE:** Pratiche di igiene informatica e formazione sulla cibersecurity.
- **CIFRATURA:** Politiche sull'uso della crittografia.
- **CATENA DI APPROVVIGIONAMENTO:** Sicurezza della supply chain, inclusi i rapporti con fornitori.
- **EFFICACIA:** Valutazione delle misure di gestione dei rischi.
- **MISURE ORGANIZZATIVE:** Sicurezza delle risorse umane, controllo dell'accesso e gestione degli attivi.
- **MISURE TECNICHE:** Autenticazione a più fattori, comunicazioni protette, sistemi di comunicazione di emergenza.





# Le implicazioni NIS 2 per i fornitori di prodotti e servizi

Chi è soggetto alla NIS 2 deve tenere conto delle vulnerabilità specifiche per **ogni diretto fornitore e fornitore di servizi** e della qualità complessiva dei prodotti e delle pratiche di cyber security attuate dai propri fornitori, comprese le loro procedure di sviluppo sicuro.

La NIS 2 richiede agli Stati membri di garantire che i soggetti valutino i rischi della supply chain. In caso di non conformità, devono adottare tempestivamente misure correttive appropriate e proporzionate.

---

# SANZIONI

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# SOGGETTI ESSENZIALI

€10M

2%

Fatturato  
mondiale annuo

# SOGGETTI IMPORTANTI

€7M

1,4%

Fatturato  
mondiale annuo



# I RISCHI DI NON CONFORMITÀ



## RISCHI LEGATI ALLA CYBERSECURITY

- ESPOSIZIONE A HACKER, MALWARE, E ALTRE MINACCE DIGITALI
- INTERRUZIONI OPERATIVE
- PERDITA DI DATI E POTENZIALE PERDITA DATI SENSIBILI AZIENDALI
- DANNI REPUTAZIONALI



## CONSEGUENZE LEGALI E FINANZIARIE



## RESPONSABILITÀ DELLA DIRIGENZA

- CONSEGUENZE FINANZIARIE PERSONALI, TRA CUI POSSIBILI MULTE E RICHIESTE DI RISARCIMENTO DANNI.



## PERDITA DI FIDUCIA

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**NIS 2**  
**ISO 27001**  
**GDPR**

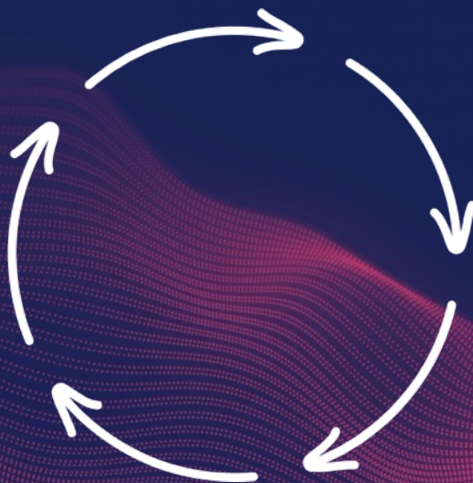
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# OPPORTUNITA' DI UNA COMPLIANCE COORDINATA

- MIGLIORE SICUREZZA INFORMATICA
- MAGGIORE FIDUCIA
- MIGLIORE GESTIONE DEL RISCHIO,
- INCIDENT RESPONSE RAFFORZATA,
- RIDUZIONE DEI COSTI
- SCELTA STRATEGICA
- RIDUZIONE RISCHIO SANZIONI
- MIGLIORAMENTO DELLA COMPETITIVITA

NIS 2 e ISO 27001 sono due normative complementari che possono essere adottate congiuntamente per ottenere una compliance cyber efficace.

**NIS2**



**ISO  
27001**

**GDPR**





**Via Cecati 1/1 - Reggio Emilia (RE)**

**0522/506307**

**WhatsApp 3485845508**

**email: [info@bepsolution.it](mailto:info@bepsolution.it)**

**[www.bepsolution.it](http://www.bepsolution.it)**

**GRAZIE DELL'ATTENZIONE**

# Rivoluzione Digitale: NIS2 e le Implicazioni per i Service Provider nella Sicurezza Informatica



**Alessandro  
Avezza**

VP/Country Manager  
Italy  
CompuGroup Medical



**Angelo  
Salice**

Cyber Security and  
Resiliency Manager  
ITWAY



**Dario  
Vemagi**

ICS CEO and  
CTO Smeup



**Luis  
Casagrande**

Data Center Manager  
RackOne



**Piero  
Malfona**

Security Division  
Director  
Skybackbone

An aerial photograph of a city, likely Milan, Italy, featuring a prominent vertical garden building (the Bosco Verticale) in the center. The building is covered in lush greenery and stands out against the surrounding urban landscape. The foreground shows a large green park area with a circular fountain and a paved walkway. The background is filled with dense residential and commercial buildings under a clear sky.

Acronis

June, 10

# Acronis Partner Day Italy 2024

# Acronis Education

## Grow your business with MSP Academy



**Short modules.  
Big impact.  
Enroll today!**

