

Acronis

Investing in the Future: Acronis Technology and innovation roadmap

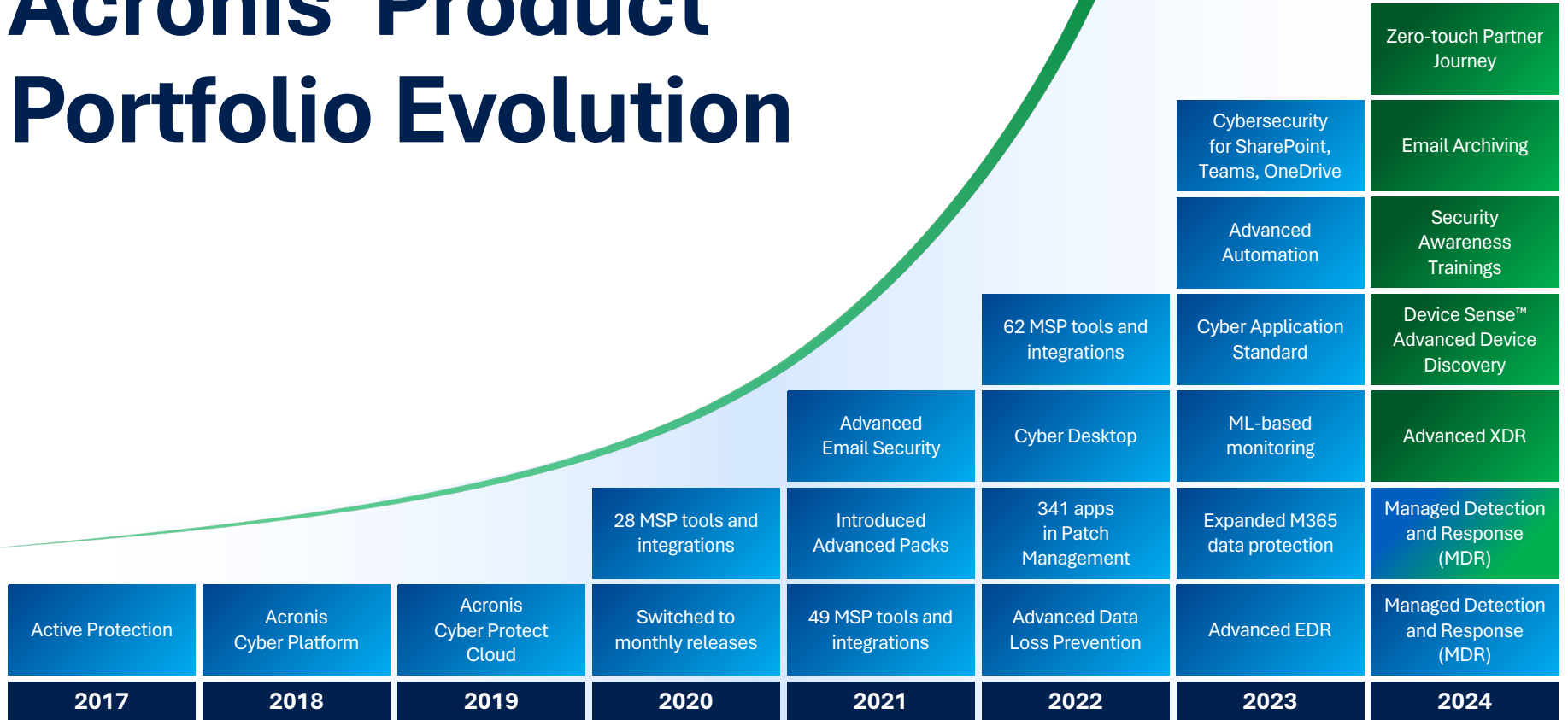


Gaidar Magdanurov

President
Acronis

#CyberFit

Acronis' Product Portfolio Evolution



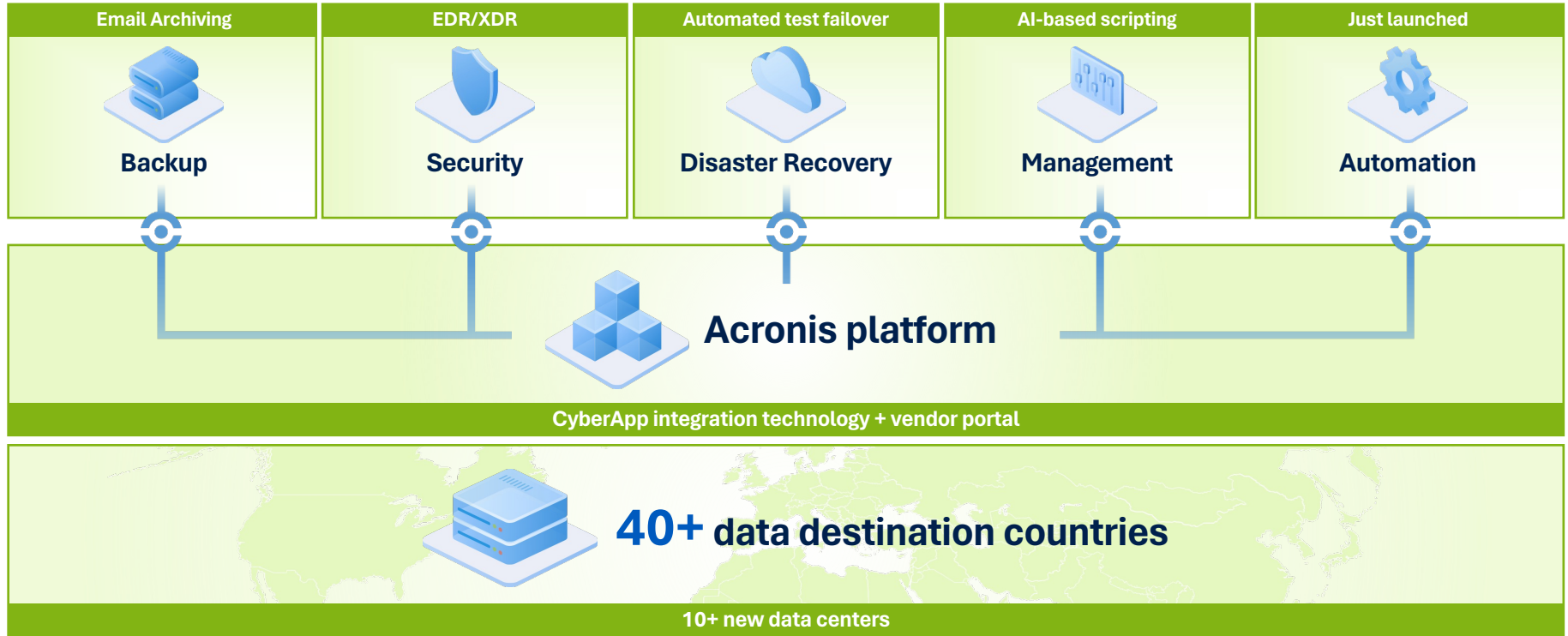
Natively integrated, highly efficient security built for MSPs

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



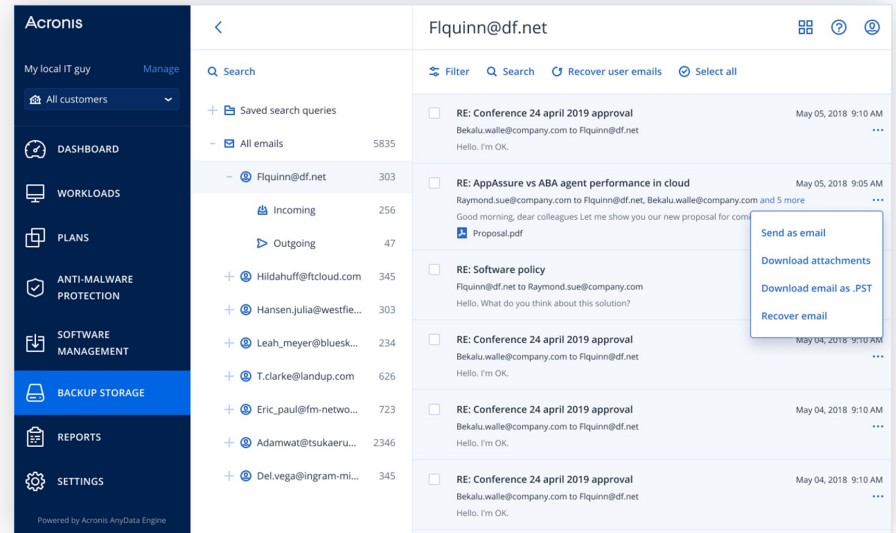
Natively integrated, highly efficient security built for MSPs

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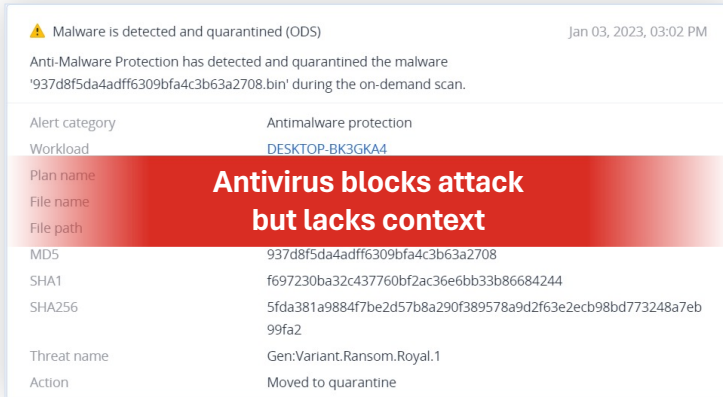
Email Archiving for Microsoft 365

- Compliance
- Robust search capability
- Optimized performance



Acronis Endpoint Detection & Response (EDR/XDR)

Legacy antivirus




Alert details for a legacy antivirus system:

- Alert:** Malware is detected and quarantined (ODS) - Jan 03, 2023, 03:02 PM
- Description:** Anti-Malware Protection has detected and quarantined the malware '937d8f5da4adff6309bfa4c3b63a2708.bin' during the on-demand scan.
- Alert category:** Antimalware protection
- Workload:** DESKTOP-BK3GKA4
- Plan name:** Antivirus blocks attack but lacks context
- File name:** Antivirus blocks attack but lacks context
- File path:** Antivirus blocks attack but lacks context
- MD5:** 937d8f5da4adff6309bfa4c3b63a2708
- SHA1:** f697230ba32c437760bf2ac36e6b33b86684244
- 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 for Acronis Advanced EDR:

- 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 21:48:21:595

CYBER KILL CHAIN | **ACTIVITIES**

Legend: EDR blocks more and provides visibility and context

Attack stages:

- 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)

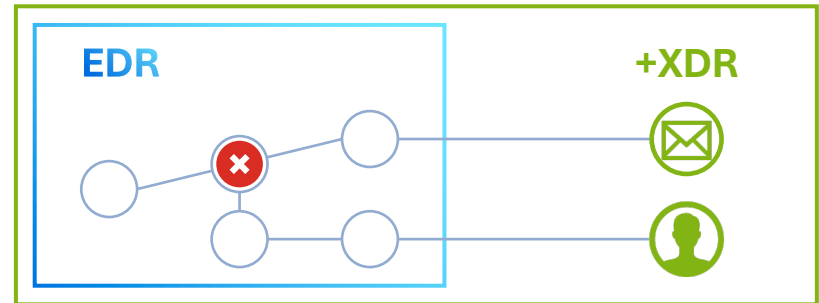
XDR is the solution:

- **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.



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EDR and XDR Demo

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Acronis EDR and XDR

Product Demo

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 cyber threats



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Thank you!