Acronis empowers service provider iPower with advanced cyber protection services, enabling higher growth and improved MSP stack

Maintaining and protecting corporate infrastructure is a tough and tiring ordeal. Many different tools are needed, requiring constant switching, updating, and configuration, eating into valuable time that could be otherwise spent maintaining and improving other areas of an organization. Acronis simplifies this, removing needless complexity and offering an easy-to-use platform, saving time, money and resources.

Managed service provider (MSP) iPower Technologies, a TGI Company, is devoted to offering its clients cloud solutions, data storage, data protection, and more. Recently, iPower implemented Acronis Cyber Protect Cloud, benefiting its own system while offering Acronis products and services directly to its clients.

Representatives from Acronis spoke with Brett Aks, chief revenue officer at iPower Technologies. Brett has worked in the managed service industry for 24 years and at iPower for almost two. Brett has shared iPower's experience using Acronis products, and how integrating Acronis into its infrastructure has benefited their business and its clients.

Power in data protection

When choosing a cyber protection solution, Brett reported that the overall objective for the MSP was a single pane of glass dashboard, suited for all their customers to protect all platforms and devices. This goal was created after the MSP previously integrated several vendors into its infrastructure, making too much complexity. Before Acronis, iPower utilized a mix of Veeam, Barracuda and Veritas on its systems. With Acronis, Brett said, iPower was able to unify its data protection strategy for its clients.

Overall, iPower reported, that it only took three to four months for the MSP to roll out Acronis services across its organization. Brett said it only took six months for the Acronis solution to prove profitable for the MSP once the solution was fully integrated. Brett reported that consolidating Acronis products into its services heavily contributed to a growth of 12%–14% year-over-year.

Empowering their staff with Acronis training enabled iPower to fully harness the capabilities of Acronis' services, reporting that the "products and platform

are very easy to use." Other integrations, on the contrary, required a "significant learning curve." On the occasions that iPower needed to connect with the Acronis support team, including initial setup, the MSP praised Acronis as "very responsive and helpful." Consolidating products and vendors and offering a simple multi-tenant dashboard "definitely saved time," according to Brett.

When it comes to the MSP's clients, Acronis offers better protection at a more affordable price point, with enhanced capabilities around business continuity and disaster recovery (BCDR). Additionally, Acronis improved the company's MSP stack offerings. Since iPower includes Acronis with every managed IT client, Brett reported, it allows the MSP to "standardize their offering," streamlining internal services with a predictable cost evaluation.

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>
> **Brett Aks,**
> **Chief Revenue Officer**

Brett confided that the top three benefits of implementing Acronis into its infrastructure were ease of use, cost-effectiveness for backup, and installation simplicity. He stated that as iPower continues to grow, its partnership with Acronis will continue to grow. "The Acronis #Cyberfit team has been amazing to work with," Brett said. "We have high expectations that our business will continue to grow substantially over the next two years, and Acronis will be a large part of that."

About Acronis

Acronis unifies data protection and cybersecurity to deliver integrated, automated cyber protection that solves the safety, accessibility, privacy, authenticity, and security (SAPAS) challenges of the modern digital world. With flexible deployment models that fit the demands of service providers and IT professionals, Acronis provides superior cyber protection for data, applications, and systems with innovative next-generation antivirus, backup, disaster recovery, and endpoint protection management solutions powered by AI. With advanced anti-malware powered by cutting-edge machine intelligence and blockchain based data authentication technologies, Acronis protects any environment – from cloud to hybrid to on premises – at a low and predictable cost.

Acronis is a Swiss company, founded in Singapore. Celebrating two decades of innovation, Acronis has more than 2,000 employees in 45 locations. Acronis Cyber Protect solution is available in 26 languages in over 150 countries and is used by 18,000 service providers to protect over 750,000 businesses.

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