

BackupVault doubles revenue in under 12 months with **Acronis** Cyber Protect Cloud

United Kingdom-based cloud backup aggregator protects nearly 600 terabytes and 34,000 workloads with Acronis Advanced Disaster Recovery.

INTRODUCTION

BackupVault is a U.K.-based [cloud backup](#) aggregator that provides automatic online backup solutions and critical data protection against ransomware, insider attacks and hackers for businesses and organizations worldwide.

With over 20 years of experience, BackupVault began as a small managed services provider (MSP) in 2004, but sold the MSP business in 2016 to focus purely on providing expert cloud backup and data protection solutions to businesses of all sizes — as well as 24-hour technical support. BackupVault's team aims to make reliable backup solutions accessible to small and medium-sized enterprises (SMEs) around the globe.

THE CHALLENGE

BackupVault's clients consist of both MSPs and SMEs. Diverse IT environments made it challenging to protect BackupVault's client data. This included physical and virtual machines, [Microsoft 365](#) and [Google Workspace](#) data.

Meeting General Data Protection Regulation (GDPR), [Digital Operational Resilience Act \(DORA\)](#) and Network and Information Security Directive (NIS 2) compliance and aligning protection with National Cyber Security Centre (NCSC) frameworks was a top concern of BackupVault's clients. Local regulations have stringent rules on data storage and where it can be held. BackupVault's clients needed a solution that keeps data secure and adheres to regulations.

Data protection is BackupVault's bread and butter. Strategically focused on growth opportunities to enhance their tech stack, the team was eager

KEY CHALLENGES

- Diverse IT environments including on-premises and virtual machines, Microsoft 365, Google Workspace.
- Clients need to satisfy regulatory compliance such as GDPR and DORA, and align with NCSC data protection frameworks.

KEY REQUIREMENTS

- Centralized management for data protection and cybersecurity.
- Scalable and effective cyber protection to drive more revenue per seat.

PROTECTED RESOURCES

- Over 34,000 workloads.
- 550-plus terabytes of data.

KEY BENEFITS

- Doubled revenue in under 12 months.
- Reduced cyber risk on a technical and commercial level.
- Expanded their solution offering into cybersecurity markets.



to expand their offering into a full backup business — reducing unnecessary technical and commercial risk was crucial to their success.

With nearly 90% of their client data with a single vendor, BackupVault recognized a need to diversify their backup portfolio to minimize and distribute risk. It was also an opportunity to bring competitive value to their offering. Keen to explore a proactive approach to counter cyberthreats, BackupVault determined it was time to seek a new solution.

THE SOLUTION

Brian Evans, Sales Director of BackupVault, has more than 20 years of experience in the backup industry. With an extensive background in data protection, Evans recommended [Acronis Cyber Protect Cloud](#) to the BackupVault team.

Acronis Cyber Protect Cloud natively integrates cybersecurity, backup, disaster recovery and endpoint management in a single solution. This means that protection is built in and scalable without the IT headaches of implementing additional integration.

In BackupVault's evaluation of the solution, the team experimented with several capabilities in its centralized console. Evans and the team had a comprehensive understanding of their clients' environments and protection requirements — one of which was fast recovery. For BackupVault, this capability in a solution was a must.

Acronis Cyber Protect Cloud with [Advanced Disaster Recovery](#) now empowers BackupVault to recover client

data swiftly and drive a competitive advantage for the business. It was the ideal solution that enabled the team to rapidly recover their clients' virtual and physical machines and large quantities of data without straining their business operations or IT performance.

Advanced Disaster Recovery increases efficiency with features such as point-in-time recovery, automated test failover and local recovery with instant restore to help BackupVault's clients return to "business as usual" in minutes. With Acronis, BackupVault can restore critical data to anywhere and ensure immediate data availability to their clients.

RESULTS

BackupVault saw an immediate return on investment. According to Rob Stevenson, BackupVault's founder and CEO, the team sold 50 terabytes of Acronis Disaster Recovery within the first month of using the solution. Stevenson and Evans like the solution for its scalability, cost effectiveness and ease of management.

According to Evans, "We had a client who leveraged Acronis Advanced Disaster Recovery, but rather than restoring data to their machine, they were able to recover it to their preferred third-party data center. The concept was proven, and the only difference was the destination that they wanted their data restored to. It worked very well, and they are happy with the outcome."

With Acronis, BackupVault doubled their revenue in less than 12 months, and rapid recovery is a value-added benefit that continues to drive BackupVault's growth and success.



"We see Acronis emerging with a broader feature set and that is where a lot of our focus is because we believe that there are significant upsell opportunities associated with cyber prevention."

Brian Evans, Sales Director, BackupVault