

# Acronis

## Acronis provides cyber protection to Manchester City Football Club

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Acronis is Manchester City Football Club's cyber protection partner, providing data backup, protection, and storage capabilities. By partnering with Acronis, the reigning English Premier League champions have all data, applications, and systems efficiently backed up and ready to be restored. This opens new opportunities for what can be done with data, helping the club to reach new goals.



**GREG SWIMER**  
CHIEF INFORMATION  
AND TECHNOLOGY OFFICER

**INDUSTRY:**  
Professional Sports

**LOCATION:**  
London, UK

**CUSTOMER SINCE:**  
2018

**PRODUCTS USED:**  
Acronis Cyber Protect

### 1 TELL US ABOUT YOURSELF AND YOUR COMPANY

My name is Greg Swimer. I'm the Chief Technology Officer for City Football Group.

### 2 WHAT ARE YOUR CYBER PROTECTION NEEDS AND HOW IS THIS EVOLVING?

Here at Manchester City we use data to help us in every aspect of our business. On the pitch, the team can play upwards of sixty matches per season, playing every three to four days, and they use data to prepare for those games. For every single game we play, we analyze hundreds of minutes of game and match footage. We combine that with data we collect from daily training from every player, and use that that prepare us for the next game. That data of course needs to be instantly available, wherever we are in the world and it demands the highest standards of protection and resilience.

### 3 WHY DOES CYBER PROTECTION MATTER TO YOUR COMPANY AND YOUR CUSTOMERS?

Around the world we have millions of fans and members, and they rely on services like our website and our official club app, CityPlus - our video subscription platform for news and entertainment about the club and team, 24 hours a day wherever they are in the world. Then on match day, when we welcome 55 thousand fans to our stadium in Manchester, technology drives every aspect of that experience from ticketing to service all across the stadium through to entertainment and statistics shown on the big screen -- technology and data are crucial to the experience.

### 4 WHAT ARE YOUR OVERALL IMPRESSIONS OF ACRONIS CYBER PROTECT?

Acronis' cyber protection technology is fast, efficient, and secure. It is suitable for a large global business like ours, but it is just as implementable by any business of any size of any industry.

### 5 WHY IS YOUR PARTNERSHIP WITH ACRONIS IMPORTANT OR STRATEGIC?

Delivering all of this requires the absolute highest standards in data and cyber protection, and that's why our partnership with Acronis is so important. Acronis' technology allows us to be secure in the knowledge that our data is properly backed up, properly accessible, and properly secure every minute, every hour, and every day wherever we are in the world.

### 6 HOW DOES ACRONIS HELP TO PROTECT YOUR EDGE?

Manchester City relies on Acronis to help protect our edge, and deliver on the pitch and for our fans.

## 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. With award-winning [AI-based antimalware](#) and [blockchain-based data authentication](#) technologies, Acronis protects any environment – from [cloud to hybrid to on-premises](#) – at a low and predictable cost.

[Founded in Singapore in 2003](#) and incorporated in Switzerland in 2008, Acronis now has more than 1,500 employees in 33 locations in 18 countries. Its solutions are trusted by more than 5.5 million home users and 500,000 companies, including 100% of the Fortune 1000, and top-tier professional sports teams. Acronis products are available through 50,000 partners and service providers in over 150 countries in more than 40 languages.