

# KT Connections protects a combined 6,800 inboxes and Microsoft 365 seats with **Acronis** Advanced Email Security

South Dakota-based IT service provider not only solved cloud backup challenges with Acronis, but also gained cost-effective email and Microsoft 365 protection

## Background

Leveraging over 25 years of experience, KT Connections is a South Dakota-based managed service provider (MSP) that serves businesses across the Midwest and West. KT Connections offers a range of services in IT management, IT support, cybersecurity, business communications and cloud backup and disaster recovery. The team focuses on building prosperous partnerships with businesses and communities and solving their clients' challenges by deploying and proactively managing technology solutions.

## Challenges

KT Connections was using Veeam and KeepITSafe backup when the team encountered several setbacks. While grappling with the solutions, KT Connections identified two primary drivers for change: high costs and complex management. The overhead costs to deliver data protection services with multiple vendors was expensive. While Veeam was well known in the data protection space, the expense of the solution limited KT Connection's profitability. The most glaring reason was that KT Connections had to allocate budget toward single-purpose solutions to ensure their clients' cloud productivity environments such as Microsoft 365, Google Workspace and email were protected. Because the first backup tool KT Connections used did not safeguard cloud data, a second IT environment-specific data protection tool was required. Two disparate data protection solutions were in play.

## KEY CHALLENGES

- High upfront costs with disparate data protection, collaboration app and email security tools.
- Solution sprawl and a steep learning curve with the previous backup tool.
- Lack of MSP-focused options made manageability suffer.

## KEY REQUIREMENTS

- Easy to use and cost-efficient data protection, disaster recovery and email security.
- Robust data protection, including backup for cloud productivity applications.
- An MSP-friendly, consolidated solution that helps boost efficiency.

## PROTECTED RESOURCES

- 450 endpoint devices.
- 3,300 Microsoft 365 seats.
- 3,500 mailboxes.

## KEY BENEFITS

- Bolstered security, including email and data protection measures.
- Enhanced efficiency, business growth and disaster recovery capabilities.
- Unlocked new opportunities to strengthen marketing efforts and client-MSP relationships.

Additionally, KT Connections used Barracuda email security software to protect their clients' email environments. Barracuda email security is labor intensive and requires daily IT intervention to check quarantined content. According to the KT Connections team, using a single-purpose email protection tool contributed to mounting overhead. KT Connections' business expenses skyrocketed from utilizing Barracuda while also paying for two separate data protection tools. Juggling multiple siloed products negatively impacted the team's efficiency and productivity. The patchwork of solutions also had complicated interfaces, which made it difficult to manage. It became taxing on engineers to learn, navigate and use the tools to protect KT Connections' client data.

As a result, because the three solutions were not intended for MSPs, technicians had to continuously pivot between independent consoles and screens. These operational inefficiencies made protecting diverse IT environments a hassle for the KT Connections team.

After collecting feedback from KT Connections' IT technicians, the management team decided it was time to seek a new data protection and email security solution. For KT Connections, a solution that not only had

robust data protection features but also protected their clients' cloud collaboration apps and other diverse IT environments was critical. It was equally important that the new solution was easy to use and well designed for MSPs. There was a tremendous need to consolidate their vendor list, reduce costs and boost security efficiency.

#### The solution

Rodd Ahrenstorff, Partner at KT Connections, used Acronis Cyber Protect Cloud several years earlier at another organization. Acronis Cyber Protect Cloud natively integrates cybersecurity,

backup, disaster recovery and endpoint management in an easy-to-use platform. The solution's consolidated approach is a perfect fit for MSPs because it enables technicians to manage all security activities in a single console. Ahrenstorff touted his experience with

"Since our partnership began, I can testify the Acronis team members strive to help partners succeed in the marketplace, and that's why Acronis is one of our top three vendors."

**Rodd Ahrenstorff, Partner, KT Connections**



colleagues and contacted the Acronis team before attending an IT conference that KT Connections and Acronis were both invited to. Considering Acronis Cyber Protect Cloud's cost efficiency and MSP-focused approach, the decision to take the next step was a no brainer for Ahrenstorff and his team.

Excited to explore Acronis Cyber Protect Cloud's [Advanced Email Security](#), KT Connections was most interested to learn about the solution's Microsoft 365 protection capabilities and powerful dynamic scanning. Acronis dynamically scans 100% of all URLs, content and files to detect advanced persistent threats (APTs), zero days, phishing and complex malware. The solution leverages seven layers of protection to ensure email and collaboration app environments are secure.

KT Connections was also intrigued by Acronis Cyber Protect Cloud's robust backup and disaster recovery capabilities as well as comprehensive security that covered an array of IT environments. With Acronis' unified cybersecurity, data protection and endpoint management solution, KT Connections could more efficiently solve a broad spectrum of challenges for their clients. Whether the issue was backup or cybersecurity related, it would be simple for the team to resolve challenges in a single console. After learning about the natively integrated solution, KT Connections determined Acronis was the ideal fit.

### The result

KT Connections is pleased with the solution's simplicity and ease of use. With 450 protected endpoint devices, the team anticipates continued growth. Impressed with the results, Ahrenstorff and the KT Connections team added Acronis Advanced Disaster Recovery and Advanced Email Security. Ahrenstorff reported that the deployment to and ongoing maintenance of Acronis-equipped clients have been smooth with excellent results. With Advanced Email Security, KT Connections expanded protection services to their clients' email and Microsoft 365 environments and business significantly grew. KT Connections now protects 3,300 Microsoft 365 seats and nearly 3,500 email inboxes. According to Ahrenstorff, clients receive secure emails without delay and imposter-type phishing emails have been successfully mitigated.

Advanced Disaster Recovery enabled KT Connections to deliver reliable, efficient and powerful disaster recovery services to clients — which fortified their business continuity. Ahrenstorff shared that several KT Connections clients use Advanced Disaster Recovery, and the service continues to pique the interest of many more of their clients. The team predicted additional growth in this area as the threats of cyberattacks and natural disasters continue to loom.

Additionally, one of the greatest benefits of Acronis' integrated cyber protection solution ecosystem is that it consolidated KT Connections' tech stack and reduced costs. With backup, security, disaster recovery, email and Microsoft 365 protection all in a single, integrated solution, KT Connections drastically improved their efficiency and increased their cost savings.

According to Ahrenstorff, "We've developed an excellent relationship with Acronis' management, sales and technical teams. The Acronis Partner Program delivers



impactful benefits, including the annual Acronis #CyberFit Summit and coordinated marketing efforts to educate clients and build our business.” KT Connections plans to expand its service portfolio in collaboration with Acronis’ solution ecosystem, and together, KT Connections and Acronis are providing fortified cyber resilience to businesses against advanced cyberthreats and unforeseen data loss.

## About Acronis

Acronis is a global cyber protection company that provides natively integrated cybersecurity, data protection, and endpoint management for managed service providers (MSPs), small and medium businesses (SMBs), and enterprise IT departments. Acronis solutions are highly efficient and designed to identify, prevent, detect, respond, remediate, and recover from modern cyberthreats with minimal downtime, ensuring data integrity and business continuity. Acronis offers the most comprehensive security solution on the market for MSPs with its unique ability to meet the needs of diverse and distributed IT environments.

A Swiss company founded in Singapore in 2003, Acronis has 45 locations across the globe. Acronis Cyber Protect Cloud is available in 26 languages in 150 countries and is used by over 20,000 service providers to protect over 750,000 businesses. Learn more at [www.acronis.com](http://www.acronis.com).

