

Cornerstone IT Consulting executes business model shift with **Acronis** Cyber Cloud

Company evolves from a break-fix shop to a managed, cloud services provider with over 14 TB in backup in under 18 months.

BACKGROUND

Cornerstone IT Consulting (“Cornerstone”) is a locally owned and operated IT shop based in Jackson, Tennessee. For most of its 20 years in business, it specialized in break-fix. However, a change in management in 2018 led to a re-evaluation of the company’s business model and long-term strategy. Ultimately, the leadership decided it was critical to move into managed cloud services, especially within security and backup.

THE CHALLENGE: FINDING THE RIGHT SOLUTION

According to Cornerstone President, David Hays, the company previously had been offering customers a backup solution called Ahsay for nearly a decade. This solution was deployed on their own hosted server in their office and replicated to a server in Memphis. Although there was nearly 4 TB of backup data, Mr. Hays notes, “We never really liked the user interface or trusted it completely.” He continues, “We wanted to move to a cloud solution and not manage our own hardware.”

In looking at alternatives, Cornerstone evaluated Carbonite, Arcserve, and Barracuda along with Acronis. The company had also setup and deployed Acronis Backup for over a decade and was familiar with the solution, but these were one-off deployments and involved management via each client’s individual portal.

INDUSTRY

IT Services

KEY CHALLENGES

- Evolving from a break-fix shop to a managed services firm
- Migrating from a hosted, onsite backup solution to cloud-based

KEY REQUIREMENTS

- Manageability
- Onsite and cloud options
- Profitability

PROTECTED RESOURCES

- 14 TB customer data
- 71 customers
- 30 physical servers

KEY BENEFITS

- A single, easy to use portal to manage all clients
- Onsite backup with replication to the cloud
- Recovery to bare metal
- Integration with ConnectWise

THE SOLUTION: ACRONIS CYBER CLOUD

Upon learning about Acronis Cyber Cloud, which was purpose-built for managed service providers, Cornerstone quickly realized this was the right fit. Through a single, easy to use portal, they could manage all their clients.

Getting the solution to market went very quickly because it was so similar to Acronis Backup 12.5. Per Mr. Hays, "We read up on it and experimented and tested. One of the technicians and myself went through the 16 hour training and became Acronis Certified Engineers." Roll-out was immediate and Cornerstone started setting up customers within a few weeks.

THE BENEFITS: IMMEDIATE PROFITABILITY AND GROWTH

The benefits of partnering with Acronis were immediately tangible. Cornerstone started by migrating the data from Ahsay to Acronis and making the solution available to existing and prospective customers. In less than 18 months the company now has over 14 TB under management across 71 customers, 30 physical servers, six virtual machines, and 68 Office 365 seats.

There have been several noticeable operational benefits as well. According to Mr. Hays, "Acronis is extremely manageable, and RTO is less than an hour for servers we need to completely restore from bare metal. It just can't get any better than that." Additionally, "some of

our customers do want an onsite backup so we then replicate to the cloud – this is a great option to have, and the initial seeding tool is critical to supporting our rural customers that have poor broadband connectivity. Finally, the fact that it integrates with ConnectWise is a really big plus for us."

"At the end of the day," says Mr. Hays, "Acronis allows us to back up our customers' data securely and easily so we can focus on taking care of their network and servicing our customers."

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**David Hays,
President**

ABOUT ACRONIS

Acronis leads the world in [cyber protection](#); solving safety, accessibility, privacy, authenticity, and security (SAPAS) challenges with innovative [backup, security, disaster recovery](#), and [enterprise file sync and share solutions](#), running on [hybrid cloud storage](#): on-premises, or in the cloud or at the edge. Enhanced by [AI technologies](#) and [blockchain-based authentication](#), Acronis protects all data, in any environment, including physical, virtual, cloud, mobile workloads and applications.

Today, 500,000 business customers, and a powerful worldwide community of Acronis API-enabled service providers, resellers, and ISV partners use these technologies. Acronis is trusted by [79 of the top 100 most valuable brands](#) and has over 5 million customers, with dual headquarters in Switzerland and Singapore, Acronis is a global organization with 14 offices worldwide and customers and partners in over 190 countries. Learn more at [acronis.com](#).