

# Streamlining cybersecurity: Winbasic's success with **Acronis** Email Security solutions

## Background

Winbasic is an Australian company operating out of Brisbane, known for its long-standing presence in the IT services industry since its founding by David Webb in 1996. With over 30 years of experience, Winbasic delivers exceptional on-site and remote IT support to clients across Australia, New Zealand, Papua New Guinea, Singapore and Europe. The company's focus on delivering cost-effective, scalable solutions and an unwavering commitment to core values of integrity, trust and adding value to clients' businesses, underpins an enviable average customer lifetime period of eight years.

Specializing in cybersecurity, Winbasic highlights the importance of a proactive, multilayer approach to defending against increasingly frequent and complex cyberthreats. They stress that effective cybersecurity is essential for all organizations, regardless of size, due to the rising number and often indiscriminate nature of cyber incidents. Leveraging their extensive industry experience and effective use of technology, Winbasic aims to ensure the long-term success and security of their clients.

Winbasic serves a diverse clientele, including nonprofit organizations, commercial enterprises, public organizations, transport, defence and the manufacturing and medical sectors. Clients range in size from small teams to hundreds of users. The company carefully selects technology partners to ensure solutions are secure and tailored to customers' needs. Security and privacy are paramount, and Winbasic prides itself on delivering unparalleled services in these areas.

## Challenges

Winbasic had been using Acronis solutions for many years to protect physical and virtual machines, utilizing Acronis' proprietary AnyData Engine technology for easy system backups and restoration to different hardware.

With digital transformation and rapid adoption of cloud technologies by their clients, they sought a provider to protect cloud environments from increasing cyberattacks. Winbasic needed a solution that would offer an integrated backup and cybersecurity solution for both on-premises and cloud environments — and specifically for Microsoft 365 workloads. Easy

## KEY CHALLENGES:

- Increasing cyberthreats necessitated a proactive, multilevel cybersecurity approach.
- Digital transformation and cloud adoption demanded protection for diverse workloads.
- Integration with existing systems required user-friendly solutions scalable for businesses of all sizes.

## KEY REQUIREMENTS:

- Natively integrated backup and cybersecurity solution for both on-premises and cloud environments.
- Specific focus on protecting Microsoft 365 workloads and seamless integration with PSA software.
- User-friendly interface and scalability without excessive costs for businesses of varying sizes.

## PROTECTED RESOURCES:

- Physical devices, virtual machines and cloud workloads
- Diverse clientele including nonprofit, commercial, public organizations and various industry sectors.

## KEY BENEFITS:

- Enhanced efficiency and customer satisfaction through streamlined email security management.
- Significant time savings in incident investigation and false positive management.
- Unified dashboard and management interface providing easy access to multiple cyber protection services.

and effective integration with their existing professional services automation (PSA) software was also essential. They required a user-friendly solution, suitable for businesses of all sizes, that would support scaling without excessive costs.

### The solution

Winbasic first encountered Acronis' Advanced Email Security solution at an industry event in Australia. The service blocks email threats, including spam, phishing, business email compromise (BEC), account takeover (ATO), malware, advanced persistent threats (APTs) and zero-day threats, before they reach end users' mailboxes. Winbasic decided to leverage this next-generation, cloud-based email security solution for holistic email protection. What immediately stood out for them was the service's intuitive interface and low management overhead. The service's visual dashboard very effectively demonstrated the solution's benefits as well as the necessity of robust email security to clients, helping drive increased sales for Winbasic.

"Over the years, we've utilized multiple services from Acronis. Whenever we needed to back up and, most importantly, restore data, Acronis consistently delivered. This reliability is why we continue to expand our usage of Acronis, including protecting various types of workloads such as emails," explained Jason Raines, Operations Manager of Winbasic.

Additionally, Winbasic appreciated the seamless integration with their existing PSA system. Easy integration was essential

to delivering superior customer service while reducing management overhead.

### Winning with Advanced Email Security dashboards

The implementation of the Advanced Email Security page for Acronis Cyber Protect Cloud has resulted in significant efficiency gains and increased customer satisfaction for Winbasic.

Compared to other solutions that often required numerous hours for management and log investigation, Acronis dashboards have proven to be a time-saving boon. Instead of dedicating hours to investigating incidents and managing false positives, email security management now only requires minimal time each day, providing peace of mind to customers. The unified dashboard and management interface, enabling access to multiple cyber protection services from a single location, has also proven to be an invaluable time saver.

Winbasic has also highlighted the reporting feature, which has dramatically increased the productivity of their technical support staff, delivering considerable efficiency improvements.

Additionally, Winbasic has praised the support and academy training provided by Acronis, which are accessible by their staff. These resources have played a crucial role in enhancing their understanding of the technology and have significantly reduced the time and cost of onboarding new clients, increasing client satisfaction in the process.

## 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.

