

Claro Empresas goes beyond connectivity with **Acronis**

A Peruvian telecommunications company drives growth through integrated cybersecurity strategy with Acronis.

Claro Empresas Perú is part of América Móvil Perú, one of the country's leading telecommunications providers. Expanding their Cloud SaaS portfolio, Claro needed a scalable, efficient way to support customers seeking reliable backup, email protection and cybersecurity alongside core connectivity services. A centralized solution was critical to simplify operations while ensuring data availability and continuity of its customers.

THE SOLUTION

Claro selected the Acronis Cyber Platform to unify backup, email security and cybersecurity within a single console and align with its cloud services model.

THE IMPACT

- **Enhanced client retention:** Integrated, reliable services strengthen long-term client relationships.
- **Improved efficiency:** Centralized management simplifies service delivery across connectivity and cloud services.
- **Resilient connectivity** offering: Backup, email security and advanced protection supports business continuity.

KEY CHALLENGES:

- The evolution of telecommunications and cloud services posed the challenge of unifying multiple tools to maximize operational agility.
- Faced with an increasingly complex technological landscape, the market required advanced data protection solutions that went beyond traditional environments.
- The goal was to natively integrate advanced security into Claro's core connectivity portfolio.

KEY REQUIREMENTS:

- **Centralized management:** Reduce complexity across all services.
- **Scalable protection:** Support small and medium enterprises (SMEs) and large enterprises.
- **Service integration:** Establish information security as an essential, value-added component of connectivity offerings.



“Acronis fits perfectly with the expansion of our cloud portfolio, reinforcing a value proposition for the digital future. More than just a standalone protection solution, we deliver a comprehensive and scalable cyber resilience architecture that supports business continuity and data availability for our enterprise customers.”

— Mariano Orihuela, Director of Corporate Marketing at Claro Peru