

# Data Consult Grows Managed Cloud Services, Product Portfolio, and Revenues with **Acronis**

Data Consult Jordan enhanced its managed cloud services offering and attracted new customers with Acronis Cyber Backup Cloud.

## BACKGROUND

Founded in 1991 with headquarters in Lebanon, Data Consult is a recognized IT leader in the Middle East and Africa. With over 150 skilled professionals on staff, the company has been at the forefront of solution design, solution integration, managed services, and digital innovation for the past two and a half decades.

## THE CHALLENGE

Data Consult recognized the importance of cloud computing and the need to offer managed services to its customers. A critical part of their product portfolio was cloud backup, and they needed a solution that was easy to manage, scalable, profitable, and appealing to customers in terms of both cost and functionality.

According to Lea Ghobril, Account Manager at Data Consult: "Internally, our cloud backup solution needed to be easy to use and explain throughout the entire organization – from engineers managing the solution to sales and marketing teams selling it." She continues, "Externally, prospective customers needed to easily understand the value proposition and it needed to be priced right while still providing attractive margins to Data Consult."

The Acronis logo is displayed in a white, sans-serif font against a dark blue background. Below the logo is a horizontal white bar. The background of the entire page features a stylized, isometric illustration of a city skyline with various blue and white geometric shapes representing buildings and structures. The overall aesthetic is modern and tech-oriented.

## KEY CHALLENGES

- Offering a cloud-based backup and recovery solution
- Increasing managed service revenues
- Growing brand recognition

## KEY REQUIREMENTS

- Intuitive interface for customers and engineers
- Fast and flexible backup and recovery capabilities
- Cloud-based solution

## PROTECTED RESOURCES

- Nearly 10 TB of data
- Active Directory Servers
- Domain Controller

## KEY BENEFITS

- Enhanced portfolio of cloud services
- Client positive ROI
- Simplicity and ease of use

## THE SOLUTION – ACRONIS BACKUP CLOUD

With support for over 20 virtual, physical, and cloud platforms, and a hybrid of on-premises and cloud backup capabilities, the Data Consult team determined that Acronis Cyber Backup Cloud was their ideal solution. Additional considerations, like the built-in AI-based anti-ransomware technology, made the decision even easier.

Acronis Cyber Backup Cloud combines agent-based and agentless backup images and integration into virtualized environments to quickly and easily capture the entire system. Through a single portal, Data Consult can manage all of their clients, enabling them to recover individual files, application data, or their entire virtual platform.

Furthermore, Acronis Cyber Backup Cloud provides the flexibility for Data Consult to restore its customers to either the original or a completely new location.

With the advent of the Acronis solution, Data Consult is able to offer its customers geographic backups and adhere to the industry best practice of the 3-2-1 rule, that is, three copies of data on at least two different types of media, with one copy physically outside the company. In addition, the latest version of Acronis Cyber Backup Cloud includes integrated protection against ransomware, which can prevent real-time attacks.

## BENEFITS FROM EASE OF USE

Per Ms. Ghobril, "Simply put, Acronis has answered all our needs when it comes to backup, disaster recovery, security, and cost effectiveness." She continues, "we're pleased to have a modern, cloud-based solution to offer

to our customers that is scalable and provides a great ROI, and customers really appreciate Acronis for its reliability, security, and cost."

Data Consult has also been particularly pleased with the ease of using and managing Acronis Cyber Backup Cloud. Due to the simplicity and intuitiveness of the Acronis administrative portal, it took only one day for Data Consult to bring both its sales team and engineers up to speed with the solution. According to Ms. Ghobril, "our pre-sales teams report that they're able to easily understand how to configure Acronis Cyber Backup Cloud at a level more than sufficient to explain to

interested prospects, and engineers have reported it is a very easy tool to administer and manage."

With the product being well received both internally and externally, Data Consult is actively looking for new ways to position and bundle Acronis solutions throughout its product portfolio.

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**Lea Ghobril,  
Account Manager**

## 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](#). Enhanced by [AI technologies](#) and [blockchain-based authentication](#), Acronis protects all data in any environment: physical, virtual, cloud, mobile workloads, and applications.

With dual headquarters in Switzerland and Singapore, Acronis is a global organization that is trusted by 100% of Fortune 1000 companies. Learn more at [acronis.com](#)