

Innovate, automate and grow with **Acronis**



TOUGH COMPETITION IS A CHALLENGE ... BUT IT IS ALSO AN OPPORTUNITY TO INNOVATE AND GROW!

The use of managed services is on the rise. At Acronis, we see an increasing number of businesses outsourcing their IT, cybersecurity and business process operations in order to minimize CapEx and overheads, optimize resources, and ultimately focus on their core competencies.

As a result, the MSP market is increasingly competitive, with a growing number of tools available across multiple functional categories. Many MSPs are struggling with profitability, which is often due to complexity introduced when offering and managing multiple applications and services to cater to market demands.

At the same time, software vendors are fighting for new partners and market share by implementing innovations to differentiate from their competitors, and finding new channels and faster ways to deliver their products to market.

But will new products and innovations help service providers overcome their current challenges?

ACRONIS TECHNOLOGY ECOSYSTEM: BUILDING A BETTER FUTURE TOGETHER.

MSPs are a priority for Acronis. For more than 20 years, we have helped service providers become more profitable by being better protected and empowered with tools serving multiple SP needs. Our Acronis Cyber Protect Cloud is a comprehensive solution that combines backup and data recovery, cybersecurity, management and automation in one package, built through extensive use of the Acronis Platform. This provides unmatched ease for over 20,000 service providers by reducing complexity while increasing productivity and decreasing operating costs.

Over recent years, we have invested significantly in the Acronis platform for MSPs by integrating and helping multiple vendors build their integrations with Acronis Cyber Protect Cloud. Our integration portfolio now includes over 200 third-party products and services, across a wide variety of categories. Acronis MSP partners and their customers use these integrated

solutions to increase efficiency by automating day-to-day processes. This commercial and technological symbiosis has created an ecosystem of software developers and vendors, service providers and system integrators, working together to build an even better future for themselves.

Growing our Technology Ecosystem is a strategic priority for Acronis. Our focus is on equipping MSPs with the best tools — from data protection, to security, to automation and management — all orchestrated from, by and within the Acronis Cyber Protect Cloud platform.

We believe that a single, integrated solution — jointly created with leading technology vendors — reduces complexity and makes MSP technicians more productive and efficient, while providing unmatched integrated protection from ever-evolving cyberthreats for their clients.

Our goal is to transform competition into partnership by identifying and nurturing mutual benefits and growth points, and to increase satisfaction for our MSP partners by helping them scale up their businesses without additional integration or implementation costs.

Grow together with Acronis!

Acronis Ecosystem growth cycle

More vendors

New CyberApps enrich Acronis Ecosystem and make it even more attractive for new ISVs.

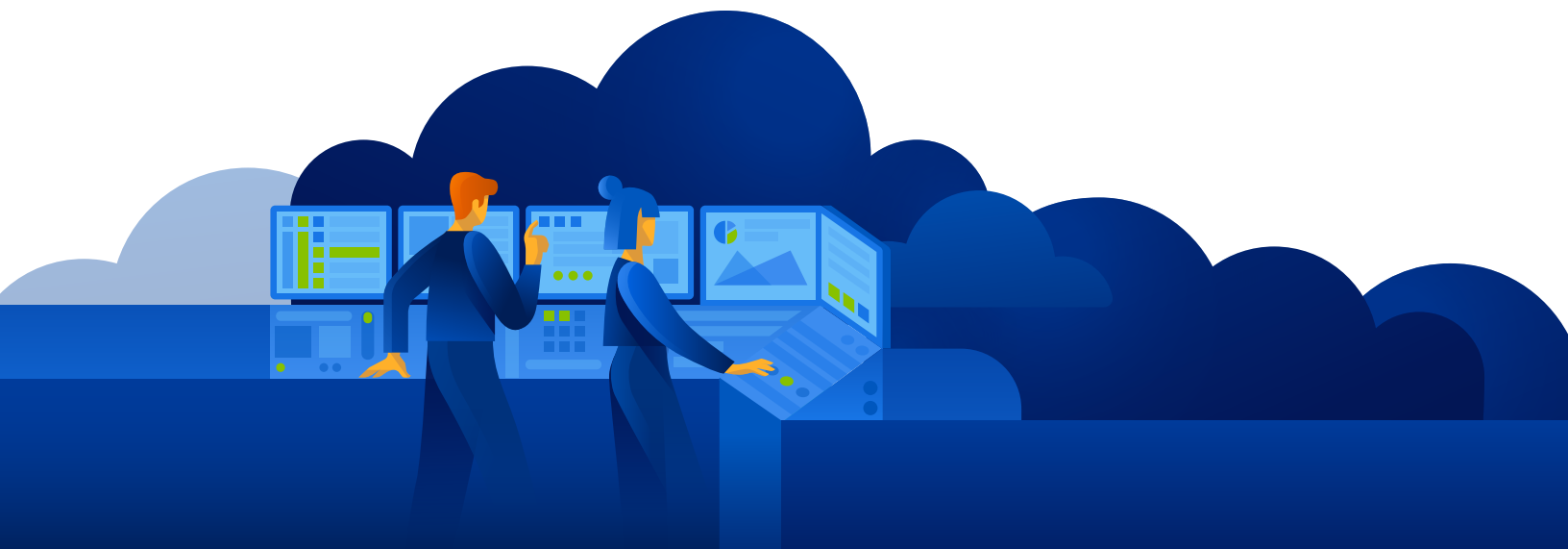
New sales opportunity to Acronis customer and partner base.

More partners

Partners extend their offering with new services and make them more attractive for customers. Partners enjoy automation and management capabilities.

More customers

Better cybersecurity, better data protection.





Expand your global presence.

Globally, Acronis protects more than 20,000 service providers, and works with more than 100 distributors and 50,000 channel partners to reduce manual work and minimize human error by automating labor-intensive processes such as purchasing, billing and invoicing.

The Acronis Technology Ecosystem offers you access to 100+ data centers located in different geographic and political regions, and empowers you to deliver solutions that are compliant with a wide variety of local regulations.



Build faster, with no hassle.

Acronis has made building application integrations and automating process workflows both easy and flexible through our low-code integration technology: CyberApp Standard. CyberApp Standard provides a feature-rich WYSIWYG editor to integrate your service into the Acronis Cyber Protect Cloud platform. Empowered by the Acronis Public API, it allows the building of complex solutions to satisfy the needs of any vendor and service provider.

With our unique CyberApp technology, you can create an integration to add your service into our Technology Ecosystem, extending the Acronis platform with alerts, widgets, reports, workloads and multiple other attributes from your product — with no additional UI development.

Using our Vendor Portal, you are empowered to fully manage your application and its lifecycle. You can start from building your application, testing it and deploying to your dedicated environment. As your application is being built, you can work on its positioning and associated marketing materials. The Vendor Portal enables you to create, deploy and review what your application would look like in the Acronis application catalog and in the Acronis Cyber Protect Cloud platform. As a result, you are in control of how your application is positioned, how it looks, how it works and when it's time to update it to address our mutual partners' needs.



But that's not all!

Acronis CyberApp Standard offers the unique ability for vendors to benefit from deep integration of their solutions with the other solutions in the Acronis Technology Ecosystem. For instance, when your application brings new alerts into Acronis, they become available in all Acronis integrations that work with alerts to, for example, transform them into tickets in other third-party solutions. So, when you build an integration with Acronis, you are also unlocking the potential for integrations with other solutions in the Acronis Technology Ecosystem.

To learn more, please visit our developer hub to find information on how software vendors can benefit from the Acronis CyberApp Standard.



Accelerate time to market.

Now, thanks to CyberApp Standard, you can use your current development stack to deliver new solutions faster, with minimal development effort and no added cost.

If you don't have the time or resources to build an integration, we'll help you find a partner to build one for you: Acronis helps connect technology vendors with developers to build Acronis Cyber Protect Cloud platform solutions for them.

We will also help you hit the ground running by following our joint go-to-market plan, that includes a predefined, efficient and pretested set of channel, sales and marketing activities, as well as access to a marketing development fund.

Check the Acronis #CyberFit Technology Partner Program guide for more details about our joint go-to-market activities.



A LIGHTWEIGHT, FLEXIBLE AND PROGRESSIVE PROGRAM.

Joining the Acronis technology family is easy. We have created the Acronis #CyberFit Technology Partner Program to simplify onboarding and make additional partnership benefits available for those who want them.

Our program has been designed to avoid the problems of complexity that other such programs often introduce. #CyberFit technology partners get exactly what they need, without all the stuff they don't — empowering them to achieve more by offering a go-to-market strategy, marketing playbooks and business development guidance.

The #CyberFit Technology Partner Program has three levels:

1

Registered developers
build integrations for use exclusively by a single organization.

2

Connected partners
can make their integrations available to service providers through the Acronis application catalog.

3

Accelerated alliances
work in close partnership with Acronis to boost promotion of their shared technologies.



WHO CAN JOIN ACRONIS #CYBERFIT TECHNOLOGY PARTNER PROGRAM?

Technology vendors, developers, service providers and system integrators who want to build integrations with the Acronis Cyber Protect Cloud platform.



HOW CAN I START BUILDING AN INTEGRATION WITH ACRONIS?

Register at developer.acronis.com. Provide your contact and company details to get access to the Vendor Portal, educational materials, including detailed how-to guides and integration samples, development tools, and the Acronis sandbox.



HOW CAN I OFFER MY INTEGRATION TO ACRONIS MSPS?

Use the Vendor Portal to build your integration, upload marketing materials and apply for certification. When your integration is approved, its listing will be added to the Acronis application catalog.

Register now to start building your success together with Acronis!

REGISTER NOW