Pozitif Varlık Yönetim A.Ş., financial sector expert, replaces VEEAM with **Acronis** Cyber Protect Cloud

Reliable, secure and efficient backups on 10 servers minimizes Pozitif Varlık Yönetim Inc.'s environmental impact and saves capacity

Background

Pozitif Varlık Yönetim A.Ş. is an expert in the banking, finance and law sectors that delivers services to individuals and companies facing challenges in regaining financial freedom. These services include asset management activities such as financial structure consulting, purchasing and selling of nonperforming receivables (NPL) portfolios and other assets, in accordance with industry regulations. Based in Istanbul, Turkey, the company serves customers contributing to the Turkish economy.

Pozitif Varlık Yönetim A.Ş. relies on their MSP, RPM Teknoloji vs Danismanlik, for secure backup services. Having previously worked with leading backup solution players, Pozitif Varlık Yönetim A.Ş. noticed a poor return on investment (ROI) from their backup and recovery solution, VEEAM. The investment cost with VEEAM's tool wasn't worth the level of security and inefficiency Pozitif Varlık Yönetim A.Ş. experienced as they backed up assets to the cloud. Recognizing secure backups and restores played a crucial role in seamless, swift data recovery, Pozitif Varlık Yönetim A.Ş. knew this was imperative to the company's ability to return to normal operations quickly.

Challenges

In need of an advanced backup solution, Pozitif Varlık Yönetim A.Ş. experienced high resource consumption and a lack of efficient backups, which led the company to reconsider their current backup and cyber protection tool. While using VEEAM, Pozitif Varlık Yönetim A.Ş. dealt with setbacks in terms of both cost and technique when backing up critical assets. Not only concerned with

KEY CHALLENGES
- The current solution offered poor return on investment (ROI) when backing up and restoring data to the cloud
- Heavy, inefficient resource consumption
- Long recovery time objective (RTO)

KEY REQUIREMENTS
- Secure backup with reliable retention and restores
- Easy to manage
- Save capacity and resources

PROTECTED RESOURCES
- 10 virtual servers protected

KEY BENEFITS
- Decrease carbon emissions on physical hardware
- Eliminate multiple device management and improve backup performance
- Reduce overhead cost
- Save time with rapid integration and get in-house personnel comfortably using the solution after one day of training

exhausting organizational resources, Pozitif Varlık Yönetim A.Ş. needed to secure 10 virtual servers and wanted peace of mind their organization and employees' data remained secure. Additionally, the company could not afford a prolonged transition period as their MSP adopted a new tool. This meant the required backup, recovery and cyber protection capabilities would have to provide advanced security, be easy to use and seamlessly integrate with the existing security stack.

Solution

As a client of RPM Teknoloji vs Danismanlik, Pozitif Varlık Yönetim A.Ş. made the switch to Acronis Cyber Protect Cloud once the company learned of its advanced security capabilities, especially for backup environments. When choosing a backup solution, Ulaş Demir, IT Manager of Pozitif Varlık Yönetim A.Ş., stated the three most important benefits Acronis provides included ease of management, light use of capacity and reliable retention of backups with promised recovery time performance in the event of a possible restore. The company concluded Acronis would enable a more efficient use of their resources and would provide the comprehensive protection their servers and systems needed.

Overall, Pozitif Varlık Yönetim A.Ş. reported that the transition to Acronis was completed in only a few days with the help of RPM Teknoloji vs Danismanlik. Thanks to Acronis' easy-to-use interface, the finance expert experienced white-glove installation, training and support at every step of the onboarding process, which ensured IT personnel could get started using Acronis comfortably within one day of training. This ease of use empowered Pozitif Varlık Yönetim A.Ş. to fully harness Acronis' secure backup capabilities and achieve rapid time to value (TTV). Smooth setup helped Pozitif Varlık Yönetim A.Ş. quickly leverage Acronis' powerful integration of cybersecurity, backup and recovery in a single solution.

> "Maintaining backups securely is a huge advantage for both the business and IT staff. Employees who don't have to worry about whether company data is safe become more efficient, and the business becomes more secure."
>
> **Ulaş Demir,**
> **IT Manager, Pozitif Varlık Yönetim A.Ş.**

Technical and business benefits

Acronis exceeded Pozitif Varlık Yönetim A.Ş.'s expectations by delivering secure backups and comprehensive cyber protection with high efficiency. The solution reduced the company's carbon footprint on physical hardware, resulting in a decreased number of devices their security personnel needed to manage. According to Ulaş Demir, "Acronis has provided many benefits such as better use of resources, the opportunity to view details on a single cloud management console and less use of capacity compared to the old solution." Acronis simplified management of backups and cyber protection in one place which helped Demir and his IT team save time, bandwidth and overhead cost. Now, Pozitif Varlık Yönetim A.Ş, their IT security team and employees no longer need to worry about the safety of their data and are confident the business is more secure overall.

About Acronis

Acronis unifies data protection and cybersecurity to deliver integrated, automated cyber protection that solves the mounting challenges of the modern digital world. With flexible deployment models that fit the demands of service providers and IT professionals, Acronis provides superior cyber protection for data, applications, and systems with innovative next-generation antivirus, backup, disaster recovery, and endpoint protection management solutions powered by AI. With advanced anti-malware powered by cutting-edge machine intelligence and blockchain-based data authentication technologies, Acronis protects any environment — from cloud to hybrid to on premises — at a low and predictable cost.

Acronis is a Swiss company, founded in Singapore. Celebrating two decades of innovation, Acronis has more than 2,000 employees in 45 locations. Acronis' Cyber Protect Cloud solution is available in 26 languages in over 150 countries and is used by 18,000 service providers to protect over 750,000 businesses.

Acronis

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