Linten Technologies migrates to **Acronis** Cyber Protect Cloud to streamline operational efficiencies

Company leverages integration with WHMCS and ConnectWise and branding capabilities to manage its 'TrustBackup powered by Acronis' brand.

Acronis

BACKGROUND

Established in 1999 and headquartered in Manchester's city center, Linten has provided IT support and services across the UK for almost two decades. The company had been using Ahsay for its backup product and had been managing its own branded solution called TrustBackup. Two years ago, the company began a relationship with Aronis through Inty as a distributor.

THE CHALLENGE: MIGRATING TO A MORE MODERN SOLUTION

According to Linten CEO, Steven Allan: "We had determined we wanted to move away from Ahsay. We no longer wanted to manage our own hardware. Additionally, support was only provided via email and often involved a 24-hour delay due to time zone differences. Furthermore, the software agents looked aged and needed constant updating."
In their search, Linten looked at several vendors including Intronis, Livedrive, and Acronis. The key requirements in selecting a new vendor solution were strong reporting, ease of integration with existing Linten software (namely WHMCS and ConnectWise), and the ability to perform bare metal and SQL backups.

THE SOLUTION: ACRONIS CYBER PROTECT CLOUD

Acronis Cyber Protect Cloud is purpose-built for service providers and after doing its due diligence, Linten selected Acronis for several reasons. Per Mr. Allan, "In addition to not having to manage hardware, one of the main reasons for selecting Acronis was the ability to control and buy allocations of a large block of space that we could carve up for our customers". He continues, "We appreciated the white labeling features as we could maintain our TrustBackup brand. The seeding option for larger backups was also a useful feature."

KEY CHALLENGES

- Migrating away from Ahsay
- No longer managing hardware
- Maintaining its backup brand

KEY REQUIREMENTS

- Modern interface with robust reporting and co-branding
- Responsive support
- Integration with WHMCS and ConnectWise
- Performing bare metal and SQL backups

PROTECTED RESOURCES

- 10 TB customer data
- 59 customers
- Over 500 workstations

KEY BENEFITS

- Ease of use
- Speed of backups and restoration
- Local and cloud backup options
- Modern cloud interface

Acronis Cyber Protect Cloud protects more than 20 platforms and incorporates the backup industry's most advanced anti-ransomware technology, safeguarding data and systems in any environment – physical or virtualised, on-premises or in the cloud. Mr. Allan notes, "We really liked the ability to restore back to dissimilar hardware with local and remote backups in place. Acronis Cyber Protect Cloud lets us have a proper 3-2-1 strategy in place for our customers."

The entire migration from Ahsay took around six months. At present, Linten has approximately 10 TB of stored cloud data spread across 60 clients. Each customer has around 10 workstations and the majority are using the solution to back up a server with centralised storage.

THE BENEFITS: EASE OF USE, EFFICIENCY, CO-BRANDING, AND PROFITABILITY

The benefits of choosing Acronis Cyber Protect Cloud have been very tangible for Linten. These include:

- **Easy to Use:** Acronis was fast to set up and is easy to use with a clean, modern cloud interface and simple email alerts for end-users.

- **Efficiency through integration:** Because Acronis integrates directly into WHMCS and ConnectWise, operational efficiencies, particularly around managing support tickets, have been achieved.

- **Co-Branding:** Linten has been able to take advantage of the white labeling features within Acronis Cyber Protect Cloud to maintain their TrustBackup brand. They recently made the decision to co-brand with Acronis, now called "TrustBackup powered by Acronis," in order

to leverage the investments Acronis makes into sports marketing in the region, particularly with Manchester City Football Club and F1 racing.

- **Day One Profitability:** Working with Acronis has been profitable from the beginning because there were no required minimums. Linten has been able to realise incremental revenue growth with zero upfront costs and a pay-as-you-go model.

According to Mr. Allan, "In today's market, it is rare that we deal with a customer that doesn't take Acronis as part of the package of services they take with us. Previously, backup was a nice-to-have whereas now it is essential." He continues, "With Acronis, we have a single view of what's going on across our client base. We enhanced visibility into problems and are able to quickly do restorations, whether that's a single file or an entire server, giving us peace of mind for our clients."

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ABOUT ACRONIS

Acronis unifies data protection and cybersecurity to deliver integrated, automated cyber protection that solves the safety, accessibility, privacy, authenticity, and security (SAPAS) 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.

Founded in 2003 and 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.