Acronis

Synapsys sees Acronis Cyber Protect Cloud as a "Game Changer" in its Market

South African Cloud Distributor is Excited to Offer its MSP Partners an Integrated Data Protection and Cybersecurity Solution

INTRO

Founded in 1997, Synapsys Systems is a privately-held specialized cloud distributor delivering solutions to thousands of customers through an extensive network of sub-distributors, resellers, and managed service providers (MSPs) in South Africa and across the continent. The company has been the Authorized Acronis Distributor in South Africa and Africa since 2003, offering the entire Acronis portfolio through Acronis Cyber Cloud.

CURRENT SECURITY OFFERINGS

Synapsys does not work with or distribute other software besides Acronis. However, some of its reseller partners offer third-party security solutions to their end customers.

ACRONIS CYBER PROTECT CLOUD – AN INTEGRATED BACKUP AND SECURITY SOLUTION

Acronis Cyber Protect Cloud is the unique AI-enhanced solution that integrates data protection with cybersecurity. This synergy empowers service providers with prevention, detection, response, recovery, and forensic capabilities in an easy and efficient way. The product is enriched with next-generation, full-stack anti-malware protection and comprehensive, yet simple, endpoint management tools. Built on top of

KEY CHALLENGES
- The lack of a security offering has led to resellers acting independently with third-party solutions
- Need to educate smaller MSP partners on the market opportunity

KEY REQUIREMENTS
- Ease of use
- Channel-friendly model

KEY BENEFITS
- New security revenue stream for MSP partners
- Easy to use, channel-friendly offering

Acronis' industry-leading backup and disaster recovery solution, Acronis Cyber Protect Cloud simplifies onboarding, daily operations, and reporting, and combats advanced attacks with new use cases enabled by integration.

RELEVANCE TO SYNAPSYS MSP PARTNERS

According to Synapsys Sales Engineer Nick Keene, "A lot of our MSP partners are only doing backup with Acronis, they use other vendors for cybersecurity. We are definitely excited to see what Acronis Cyber Protect Cloud can do for these MSPs." He continues, "For our smaller MSP partners, it will require some education to get them to offer more than just backup, but since it is all happening through a single portal, we are excited to be able to give them another revenue stream that can make their lives easier when it comes to security management."

One of the features of Acronis Cyber Protect Cloud that really stood out to Keene was the threat feed coming out of the Acronis Cyber Protection Operation Centers. As this feed matures with multiple data sources, Keene notes, "News about political instability, unrest, and riots would be highly relevant to our partners in Africa and would be very actionable in terms of responding with remediation."

OVERALL IMPRESSIONS OF THE ACRONIS CYBER PROTECT CLOUD BETA

Synapsys is one of the Acronis partners that got early beta access to Acronis Cyber Protect Cloud. According to Keene, "The user interface is very easy to manage and looks and feels just like Acronis Cyber Cloud. I really like the concept of the protection plan, how it can be adjusted for certain needs such as using Windows Defender, running continuous data protection, scanning for vulnerabilities, or leveraging the URL filters." He continues, "You never want to recover from backups if you can avoid it, so the features found in the protection plans like anti-malware and hard-drive failure detection are a massive bonus, creating layers of protection around the core function of backup that Acronis has been doing from the beginning."

> *"We are excited to see Acronis Cyber Protect Cloud launch. It's a great solution. Having a unified product with a single agent and interface will make a big difference in our market. It is a game changer."*
>
> **Nick Keene,**
> **Sales Engineer**

MARKET OPPORTUNITY

According to Keene, "We are excited to see Acronis Cyber Protect Cloud launch, and I really want to see how our MSP partners and their end customers are actually using it." He concludes, "It's a great product. Having a unified product with a single agent and interface will make a big difference and a big splash in our market. It should be a game changer."

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

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