

Century Telecom Achieves 300% Growth in Cybersecurity Services Using **Acronis'** Integrated Platform

Brazilian telecommunications company transforms into an award-winning MSP, offering robust cybersecurity services.

Founded in 1996, Century Telecom serves diverse customers across all industries, including financial services, manufacturing, healthcare and government.

As internet adoption grew, Century diversified into cybersecurity and IT solutions. The transition from telecom sales required technical expertise and a new business strategy. Century needed a strategic partner offering an integrated solution to deliver comprehensive cybersecurity to their clients.

THE SOLUTION

Acronis Cyber Protect Cloud with built-in Backup, EDR, RMM and Email Security.

THE IMPACT

- Achieved a 300% growth in cybersecurity contracts in one year and won the MSP Global Latin America 2024 award.
- Simplified customer experience with backup management, security and remote monitoring from a single console.
- Enhanced LGPD compliance capabilities for Brazilian regulations while enabling cross-sell opportunities from backup to cybersecurity services.

KEY CHALLENGES:

- Transitioning from telecom sales to cybersecurity solutions and services approach, including training their team in new technologies and sales methodologies.
- Building client trust in critical IT security solutions that keeps up with a rapidly evolving security market.

KEY REQUIREMENTS:

- Integrated console for backup, security and management tools.
- Data protection that meets the local data sovereignty needs of government and regulated clients.
- Dedicated partner support, including training and marketing resources.



“We received great support from Acronis, which allowed us to run focused marketing campaigns. Combined with technical understanding of Acronis solutions, this enabled us to achieve 300% growth.”

– Alonso Gomes, founder and vice president of Century Telecom

Century's pioneering spirit in technology, demonstrated once again with the construction of a data center in Minas Gerais, led to the achievement of a continental-level award resulting from the partnership with Acronis.