

Zorlu Holding strengthens centralized backup management with **Acronis**



Zorlu Holding manages IT operations, cybersecurity and infrastructure for group companies operating across multiple industries throughout Türkiye. The company's IT team supports multiple production facilities and remote locations and needed a more efficient way to manage backup and recovery while also reducing operational risk.

THE SOLUTION

After evaluating several backup solutions, Zorlu Holding selected the Acronis Cyber Platform for its centralized management, ease of administration, reliable recovery capabilities and comprehensive reporting.

Following a successful pilot deployment, the company gradually rolled out Acronis across its environment. Today, the platform centrally protects approximately 100 TB of data and endpoint devices across multiple locations and provides consistent backup policies and easy management from a single console.

THE IMPACT

- Improved backup success rates.
- Faster response to backup and recovery issues.
- Reduced operational workload through centralized management and automated reporting.
- Lower risk of data loss and failed backups.
- Improved business continuity through faster recovery of critical systems.

KEY CHALLENGES:

- Decentralized backup environments increased complexity.
- Failed backup operations created business continuity risks.
- Remote locations were difficult to protect consistently.
- Lengthy recovery processes had a negative impact on operational efficiency.

KEY REQUIREMENTS:

- Centralized backup management across multiple locations.
- Reliable backup and fast recovery for critical systems.
- Automated monitoring and reporting.
- A scalable solution that could support future growth.



“With Acronis, we have transformed our centralized backup management into a more controlled, sustainable and secure operation.”

— Onur Özocak, User Technologies and Solutions Manager, Zorlu Holding