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How Responsive Technology Partners improved client retention with **Acronis**

Georgia-based MSP used trusted cyber protection solutions and strategic engagement to support long-term growth

Responsive Technology Partners, a managed service provider, was a technology partner of the Atlanta Hawks through the Acronis #TeamUp Program. The Georgia-based MSP delivered IT and security solutions to clients across the United States. With an emphasis on building client relationships and tailored service delivery, Responsive Technology Partners aligned its technology services with client needs and business outcomes.

THE SOLUTION

Responsive Technology Partners used Acronis Cyber Platform primarily for backup and integrated it into its broader service portfolio.

THE IMPACT

- Supported ongoing client retention as part of a broader service strategy.
- Reinforced trust through vetted, reliable technology partnerships.
- Contributed to incremental new business opportunities through client engagement activities.

KEY CHALLENGES:

- Client retention in a competitive MSP market.
- Partner alignment across evolving security and backup needs.
- Service differentiation while staying focused on core offerings.

KEY REQUIREMENTS:

- Reliable backup and cyber protection capabilities.
- A partner ecosystem that supported business growth.
- Tools that aligned with client needs and service strategy.


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PROUD PARTNER OF THE ATLANTA HAWKS

“Client retention was always something that was good. Our partnership with Acronis fit into our overall strategy, the types of benefits and things that we gave back to our customers.”

— Tom Glover, Chief Revenue Officer, Responsive Technology Partners

Responsive
Technology Partners

 #CyberFit
Partner

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