Acronis

# Empowering OEM excellence through self-service recovery

## Transform your OT solutions with embedded cyber resilience

As an original equipment manufacturer (OEM) in industrial automation, you face mounting pressure to deliver a lot more than just equipment. You need to offer complete operational resilience. As cyberthreats escalate and industrial regulations tighten, your customers demand solutions that keep production lines running with minimal intervention.

One proven approach to this challenge lies in embedding self-service recovery capabilities directly into your automation systems, creating a competitive advantage that transforms support costs into customer satisfaction.

## Rising cost of downtime

OEMs across the manufacturing, energy, power generation, logistics and critical infrastructure sectors know that plant and other remote facilities operators can't afford to experience lengthy downtime while waiting for technical support. Air gapping can add to the problem, preventing centralized IT from using remote management tools to help resolve operational technology (OT) system failures swiftly.

**Restore OT servers in minutes — without IT expertise or OEM intervention.**

With production outages costing industrial facilities $150,000 per hour on average according to ABB, your customers need immediate recovery capabilities that don't depend on external intervention.

Plus, industrial cybersecurity regulations like ISA/IEC 62443 and NIS 2 now mandate rapid recovery capabilities. OEMs that can demonstrate built-in resilience gain a decisive edge in winning competitive bids and building long-term partnerships.

## The OEM support challenge

Traditional OEM support models create friction points that undermine customer relationships:

- **Reactive support cycles** that extend production downtime from minutes to hours or days.
- **Escalating support costs** as customers demand 24/7 coverage for distributed facilities.
- **Customer dependency** that weakens their operational autonomy and confidence.
- **Compliance gaps** where customers struggle to meet regulatory recovery requirements.
- **Geographic limitations** in providing timely on-site support for remote installations.

## Self-service recovery changes everything for OEMs and customers

Self-service recovery, powered by Acronis One-Click Recovery technology, enables any employee in a plant to restore critical OT servers, SCADA systems, human-machine interfaces (HMIs) and distributed control systems to a fully operational state in minutes without requiring IT expertise or OEM intervention.

Self-service recovery:

Delivers full image-based recovery, not just file restore.

Verified operational readiness post recovery.

Works with operating systems dating from the early 2000s (e.g., Windows XP and Linux 2.6) through to the present.

Offers automatic reinstallation of drivers and configurations.

Operates even in air-gapped and / or remote sites.

# Strategic advantages for OEM partners

## Self-service recovery delivers rapid and tangible benefits for OEMs, including:

**❶ Competitive differentiation**

Embed self-service recovery and transform from an equipment supplier into a resilience partner. While competitors focus on hardware specifications, you deliver operational continuity that positively impacts your customers' bottom line. This positioning enables premium pricing and strengthens customer retention.

**❷ Support cost transformation**

Self-service recovery fundamentally alters your support economics:

- **Significant reduction in support call volume** for system failures.
- **Elimination of travel costs** for routine system restoration.
- **Faster resolution times** that enable you to minimize SLA penalties and reduce warranty claims linked to system failures.
- **A scalable support model** that grows with your customer base without proportional staff increases.

**❸ Enhanced service level agreements**

Offer industry-leading recovery time objectives (RTOs) without expanding your support infrastructure. Self-service recovery enables you to guarantee:

- **Sub-15-minute recovery times** for critical OT systems.
- **24/7 recovery capability** without staffing night shifts.
- **Geographic coverage** that matches your global customer footprint.

**❹ Regulatory compliance enablement**

Position your solutions as compliance ready for ISA/IEC 62443, NIS 2 and other industrial cybersecurity frameworks. Self-service recovery directly addresses regulatory requirements for:

- **Rapid system restoration** following security incidents.
- **Documented recovery procedures** that demonstrate due diligence.
- **Autonomous recovery capabilities** that reduce dependency on external resources.

## Comprehensive OT system protection and zero-downtime integration

Acronis Cyber Protect for OT integrates seamlessly into your automation platforms, providing protection for PC-based OT systems, including but not limited to SCADA systems, HMIs, distributed control systems (DCS), industrial control systems (ICS) and data historians. Critically, Acronis Cyber Protect for OT also safeguards legacy systems from the Windows XP era to current platforms.

⚠️ **An important element for your customers is that Acronis Cyber Protect for OT** installs and operates without disrupting live production systems. Hot backup capability never requires system shutdown, while automated scheduling aligns with production cycles. Beyond that, minimal resource overhead preserves OT system performance and air-gap compatibility maintains cybersecurity isolation.

Leading automation vendors including ABB, Yokogawa, Emerson and others have selected Acronis Cyber Protect for OT as their embedded backup solution. This industry validation demonstrates the platform's reliability and OEM readiness.

## Financial impact: The OEM business case for self-service recovery

Self-service recovery is more than just an important offering for customers. It also makes business sense for OEMs. For example, revenue enhancement opportunities include the ability to offer premium positioning, which enables higher margins on resilience-enabled solutions.

Furthermore, OEMs can set up recurring revenue streams through ongoing cyber protection services and expand market reach by serving customers with strict compliance requirements. Differentiated value propositions enable accelerated sales cycles. When clients clearly understand the benefits you offer compared to competitors, they're more willing to make rapid purchasing decisions.

Self-service recovery also helps you save money. OEMs can achieve substantial support cost reductions for system restoration incidents with rapid recovery they don't have to perform themselves. Plus, proactive system protection leads to a reduction in warranty claims.

## Self-service recovery implementation is your path to market leadership

A seamless integration process accelerates deployments and reduces startup costs for both you and your customers. Acronis provides comprehensive OEM integration support with APIs and SDKs for embedding recovery capabilities into your management platforms. You can choose the right white-label or co-branding options to align with your market strategy.

Training isn't an issue, either. Acronis delivers technical and sales training for your teams as well as joint marketing resources and customer education materials.

OEM partners typically see results within the first quarter:

- **Customer satisfaction scores** show measurable improvement.
- **Support call volumes** decrease substantially for system failures.
- **Competitive win rates** increase in resilience-focused evaluations.
- **Customer retention rates** improve through enhanced value delivery.

## Transform your competitive position with self-service recovery

Self-service recovery represents more than a feature enhancement. It's a strategic transformation that positions your OEM solutions for the demands of modern industrial operations. By embedding Acronis One-Click Recovery into your automation platforms, you deliver immediate customer value while building a more profitable, scalable business model.

## Ready to transform your OT solutions?

Become an Acronis partner to elevate your OEM offerings and strengthen your market position.

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