Palmiq thrives: Dedicated **Acronis** support and consolidated tech stack key to co-selling growth

Virginia-based MSP and IT solutions co-seller projects 40% increase in monthly usage growth with Acronis by yearend.

Palmiq began as an IT solutions reseller that wanted to embark on offering services as an MSP. Palmiq's team used up to six different solutions and needed to consolidate and simplify the technology stack to maintain profitability and achieve growth.

Palmiq also needed to consolidate their vendor portfolio to close security gaps and reduce cyber risk for clients. A dedicated technology partner with industry expertise and support proved fundamental to growing Palmiq's MSP and co-selling business.

THE SOLUTION

Palmiq chose Acronis Cyber Protect Cloud with RMM and EDR / XDR for the solution's simplicity and the outstanding business and technical-level support from the Acronis Team.

THE IMPACT

- Accelerated the co-selling motion.
- Grew Acronis business 100x from the initial client commitment from $250 to $25K in 4 years.
- Forecasted to significantly increase monthly usage revenue with Acronis Cyber Protect Cloud.

KEY CHALLENGES:

- Complex tools hindered operational efficiency, profitability and growth.
- Large tech stack introduced security gaps and cyber risk to clients.
- Previous vendors lacked dedicated, MSP-focused support.

KEY REQUIREMENTS:

- Centralized EDR / XDR, backup, patch management and Microsoft 365 protection.
- Fail-safe patching that empowers technicians to back up data before applying patches, to eliminate the complexities due to failed patches.
- Dedicated vendor support that provides guidance to grow Palmiq's business.

> "In four years, we've been able to grow our Acronis business by 100X from the initial $250 commit to the $25k commitment. This growth is through hard work and time but also having the opportunity to learn from our partnership."
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> **Manny Reategui, General Manager, Palmiq**