

Acronis: The all-in-one solution that revolutionized Datos101's data management and cybersecurity

ABOUT DATOS101

Juan Llamazares is the CEO of Datos101, a Spanish company dedicated to data protection. It offers its clients backup, business continuity and cybersecurity services. They are mainly focused on SMEs, although they also have several projects focused on large companies.

They offer their services to all their clients through the distribution channel, IT channel, telco channel, RCPD and LOPD channel and insurance channel. They work with around 1,000 partners and provide services to 10,000 companies.

CHALLENGE

Before discovering Acronis, Datos101 faced challenges because other vendors came to them with, so to speak, "frontier solutions," where backup was considered a tool and a solution that they had to run, but which gave them little value. Consequently, this decreased the value of their other solutions. Acronis, on the other hand, has approached this differently: starting with a backup solution, and on top of it a layer of value around the data and the backup.

Datos101 used many prebackup solutions from other vendors in the market such as Fortinet, Watchguard, Sophos or CrowdStrike. Of these, Llamazares points out that perhaps they have more of a "name" than Acronis at a technical level, but after conducting several tests with Acronis solutions, Datos101 came to realize that Acronis is at a similarly high level.



That said, Datos101 had a problem: they didn't have a platform that unified antivirus, EDR and backup solutions. However, Acronis does unify these solutions in a single console for their partners, which made Acronis an attractive alternative.

SOLUTION

Datos101 adopted Acronis Cyber Protect Cloud because at Datos101, they felt that their company was evolving in a positive direction; that is, protecting clients' data with backup, and around that solution, they've created a layer of services, which now enables them to provide a much broader value proposition to their clients.

At Datos101, the discovery of Acronis' solutions did not happen overnight; however, when they decided to change the solutions they were previously using, they had already known Acronis for some time, and now consider Acronis their "travel companions for several years," since they view their solutions as "a leader in the market."

When it comes to implementing and evaluating Acronis products and solutions in their company, Datos101 emphasizes that they have received all necessary support. They feel very well looked after and stress that the Acronis team has been very attentive to their needs. Llamazares recalls that they are among the first, at least in Spain, to bet strongly on Acronis' solutions for cybersecurity overall — not only for backup — and he stresses that their experience with Acronis has been very positive.

RESULTS

At a technical level, the results that Datos101 has achieved from the implementation of Acronis Cyber Protect Cloud have been very satisfactory. At a business level, Datos101 has done a roadshow in ten or twelve cities presenting the capabilities they offer, and they are already starting to receive and achieve positive feedback. Client expectations are high, and Datos101 firmly believes that the proposition they are offering the market is providing considerable value.

Among the main advantages of working with Acronis and with their solutions, emphasized by Llamazares, is the integration within a single platform of everything that a small or medium-sized company may need. For him, this is an important value; fundamental, in fact. He also highlighted the high quality of the support he's received.

Datos101 is a company that is completely aligned with Acronis' strategy, and they would like to maintain their relationship to achieve the long-term stability and growth they anticipate as a result. According to the company's CEO, this will be invaluable for extending Datos101's capabilities to their SME clientele.

For these types of companies, as Llamazares recalls, the cost of Acronis' Cyber Protect Cloud solution represents a powerful value proposition, and he believes that together, Datos101 and Acronis can democratize it. So in the opinion of Datos101, the best strategy going forward would be to remain aligned with Acronis.

