

Gamaware IT Solutions Grows their Business, Brand, and Revenue with **Acronis**

Mexican service provider attracts new customers, increases annual recurring billings, and achieves complete profitability within one year with Acronis Cyber Backup Cloud.

BACKGROUND

Gamaware IT Solutions is a Mexico City-based service provider dedicated to the development and distribution of information technology products and services. Founded in 2008, the company is composed of experienced designers, programmers, consultants, and analysts, all of whom are committed to helping their business customers implement best practices for the management of their computing resources based on their unique functional, economic, and analytical needs.

STANDING OUT IN THE SERVICE PROVIDER MARKET

With more than 10 years of experience, Gamaware IT Solutions finds itself in the middle of a rapidly expanding market. Since 2018, the global service provider market has grown by nearly nine percent and, with more and more businesses relying on third party IT support, this growth shows no sign of stopping. Because of this flood of business, service providers like Gamaware are constantly working to differentiate themselves, attract new customers, and delight their existing clientele with the industry's top solutions.

With those goals in mind, Gamaware began searching for a backup and recovery service they could add to their core service offerings.

INDUSTRY

IT Services

KEY CHALLENGES

- Growing customer portfolio
- Growing recurring revenue
- Growing brand recognition

KEY REQUIREMENTS

- Intuitive interface
- Fast and flexible backup and restore capabilities

PROTECTED RESOURCES

- Five business customers
- Hundreds of PCs
- More than 10 TB of data

KEY BENEFITS

- New customer acquisition
- \$15,000 increase in billable services each year
- Time and resource savings resulting from ease-of-use

Julian Gama, President of Gamaware, recalls: "When we were first looking for a backup service we compared a number of different vendors including Retrospect, Veritas, and Veeam. Acronis was the best service in the market for our customers' needs and our available budget. It had the best support and was able to protect all the platforms our customers use."

BUILDING A CUSTOMER PORTFOLIO, A BRAND, AND REVENUE

This decision paid off for the Gamaware team when, seven months after adding Acronis Cyber Backup Cloud to their software offerings, MGI Asistencia Integral approached them specifically looking for a local partner selling the hybrid cloud backup and recovery service. "MGI was in a transitional stage when they approached us and wanted Acronis Cyber Backup Cloud to make sure they had reliable backups of their network before proceeding," said Gama. "Right now, we provide them with protection for more than a hundred PCs and 10 TB of data with the opportunity to expand further. Because of this client using Acronis, we're billing an extra \$1,000 each month. That's a big step for us as a company."

For Gamaware, Acronis Cyber Backup Cloud is proving to be a valuable draw for new customers like MGI. "Acronis sells itself," Gama said. "It's designed to be very intuitive, so showing clients how to use it and what they can achieve with it always goes smoothly. You don't need any special training to use it and can just get down to work. That helps our customers save time and effort that would otherwise go toward backup creation and recovery."

BENEFITS FOR SERVICE PROVIDER AND CLIENTS ALIKE

Today, Gamaware provides Acronis Cyber Backup services to all of their clients and has received very positive feedback in response. "Our clients are already saying they love Acronis," said Gama. "It's very secure and easy to work with. We haven't faced any problems with it at all."

As for the service provider's own experience with Acronis Cyber Backup Cloud, Gama is quick to add, "It's very affordable compared to other solutions and it wasn't

difficult to set up. We got a lot of training and information from Acronis before deploying and that made it very easy to pass information along to clients as we gain them. Our customers are very satisfied and so are we."

ABOUT ACRONIS

Acronis leads the world in [cyber protection](#) – solving safety, accessibility, privacy, authenticity, and security (SAPAS) challenges with innovative [backup](#), [security](#), [disaster recovery](#), and [enterprise file sync and share solutions](#) that run [in hybrid cloud environments](#): on-premises, in the cloud, or at the

edge. Enhanced by [AI technologies](#) and [blockchain-based authentication](#), Acronis protects all data in any environment: physical, virtual, cloud, mobile workloads, and applications.

With 500,000 business customers, and a powerful worldwide community of Acronis API-enabled service providers, resellers and ISV partners, Acronis is trusted by 100% of Fortune 1000 companies and has over 5 million customers. With dual headquarters in Switzerland and Singapore, Acronis is a global organization with offices worldwide and customers and partners in over 150 countries. Learn more at [acronis.com](https://www.acronis.com)

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**Julian Gama,
President**