

Vivid Computers strengthens customer protection and grows recurring revenue with **Acronis**



Owner Matthew McLeod founded Vivid Computers when he was just 14. The West Auckland-based IT provider has more than 30 years of experience supporting small businesses and has built a loyal, long-term client base. Vivid Computers is a managed service provider (MSP) and more, offering hardware, software and repairs as well as cloud-based hosting services.

The service provider has shifted from break-fix services to developing data-protection offerings that bring in recurring revenue.

THE SOLUTION

Vivid Computers adopted the Acronis Cyber Platform to deliver a more reliable, integrated approach to backup and cybersecurity.

Working in a single, natively integrated platform, Vivid Computers standardized backup and email security services across customers. McLeod and his team gained confidence that backups were running correctly and provided stronger protection against increasingly sophisticated phishing attacks with email security.

THE IMPACT

- Eliminated backup and alerting issues and ensured data protection.
- Implemented email security to block phishing attempts.
- Drove steady month-by-month revenue growth by demonstrating the value of proactive protection to clients.
- Increased customer “stickiness” and long-term value with a more comprehensive service offering.
- Reduced complexity by managing clients through a single platform.

KEY CHALLENGES:

- Backup solutions were not reliable enough, with jobs failing or incomplete.
- Limited alerting reduced confidence in backup performance.
- Clients in sectors such as legal and healthcare faced growing phishing risks.
- Microsoft 365 protections alone were not sufficient.

KEY REQUIREMENTS:

- A reliable backup solution that consistently runs without failure.
- Clear alerts and visibility into backup status.
- Strong email security to defend against phishing attacks.
- A unified platform to manage multiple customers efficiently.



“When we save a client’s business from something terrible happening, they realize how valuable our services are.”

— Matthew McLeod, owner of Vivid Computers