

Acronis provides resource-efficient data backup system to Manchester City

In the 21st century, Manchester City Football Club has become synonymous with success. The club won four consecutive Premier League titles from 2020-21 through 2023-24 and six in seven years. A particular football highlight thus far has been winning the UEFA Champions League in 2023.

As a result of this success, Manchester City experienced rapid growth and increased data volumes to match. In 2018, the club began a partnership with Acronis to support the club's ongoing data backup work with Acronis Cyber Protect Cloud.

Acronis provides an easy-to-manage and unified system for data backup as well as protection for all data across any environment — including virtual, physical and applications. Working with Acronis, the club has been able to scale data backup during a period of rapid growth with ease and without requiring additional resources.

THE SOLUTION

Manchester City began using Acronis Cyber Protect Cloud in 2018 to supplement its data backup provisions.

THE IMPACT

- Unified backup that's easy to manage and budget for.
- Ability to scale quickly without overtaxing the club's IT resources.
- Smooth backup processes with data available and easy to restore.



KEY CHALLENGES:

- Clunky backup system that made management and budgeting difficult.
- Rapid growth of data volume coinciding with the club's success.

KEY REQUIREMENTS:

- An easy-to-manage, unified system for cloud backup.
- The ability to scale with huge increases in data volumes and the club's soaring popularity.



“Acronis' core competencies and strengths, combined with their global market presence, have made them an excellent partner for the club, perfectly aligned to our vision of being at the forefront of technological advancement.”

– Greg Swimer, Chief Technology Officer, Manchester City