CASE STUDY

Nord Security business suite accelerates product adoption by 350% through the Acronis Technology Ecosystem



Partnership expands MSP reach, accelerates adoption and improves operational efficiency

Nord Security business suite provides scalable cybersecurity, network access and threat intelligence solutions for managed service providers (MSPs). To expand its presence in a competitive market, the company joined the Acronis Technology Ecosystem and integrated NordLayer, its toggle-ready business network security platform, with Acronis.

THE VENDOR SOLUTION

Nord Security integrated NordLayer with Acronis, enabling MSPs to deploy zero trust network security from the same console used for backup and security. Acronis supported development with detailed documentation, working examples, efficient testing and actionable feedback.

THE IMPACT

- **Accelerated adoption:** Device adoption grew 350% in the first five months.
- **Faster market access:** Nord Security gained exposure to more than 21,000 Acronis service providers.
- **Greater credibility:** The partnership reduced barriers to engagement and helped shorten sales cycles.
- **Stronger go-to-market execution:** Joint PR, partner communications, catalogue visibility and industry events increased MSP awareness.
- **Future innovation:** The integration created opportunities for additional joint solutions.

KEY CHALLENGES:

- Reaching and supporting more MSPs in a competitive cybersecurity market.
- Differentiating the business suite from the recognised NordVPN consumer brand.
- Overcoming limited marketing budgets and market visibility.
- Helping MSPs deploy security services efficiently.

KEY REQUIREMENTS

- Immediate access to a global, trusted MSP ecosystem.
- Straightforward technical integration and certification.
- Joint marketing, partner and industry communications.
- A framework for future integrations and long-term growth.

NORD SECURITY
Business Suite

> "Acronis is a powerhouse in the MSP space and the Ecosystem is significantly accelerating our growth. Between the marketing support, communications and collaborative opportunities, it's been the smartest partnership we've made. If your solution serves MSPs, the Acronis Ecosystem is gold."
>
> **— Mike Vogel, Director of Channel Sales, North America, at Nord Security**

Acronis

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