

Stock Distribuidora Leverages Multiple **Acronis** Solutions to Achieve 200% Year- Over-Year Growth

Brazilian distributor uses Acronis Cyber Notary Cloud, Acronis Cyber Infrastructure, and Acronis Cyber Platform to offer compelling solutions for its service providers

BACKGROUND

Stock Distribuidora is a Brazilian software distributor founded in 2007. The company supports developers, IT professionals, and businesses of all sizes including 165 service providers that reach more than 3,000 end customers. The company's primary solution focus is cybersecurity, so in addition to being an authorized Acronis reseller, it also resells Acunetix for vulnerability testing and Senhasegura for password vault solutions.

THE CHALLENGE: STREAMLINING INTERNAL OPERATIONS

Stock Distribuidora had several separate but related internal operational challenges they were looking to improve upon.

First, the company was using Clicksign for contract management and disliked many of the features and the monthly price. Second, Stock Distribuidora had developed a proprietary remote monitoring (RMM) and management tool. However, at the end of each month, this RMM tool required that a sales representative would input all relevant customer data related to backup, taking up to five days causing delays in billing. Lastly, the company had started its own data center in Brazil in which it was offering infrastructure services to end customers. However, its data center costs – particularly around bandwidth when dealing with backups – were too high and it was hurting the company's overall profitability.

THE SOLUTIONS: ACRONIS CYBER NOTARY CLOUD, ACRONIS CYBER INFRASTRUCTURE, AND ACRONIS CYBER PLATFORM

Stock Distribuidora had been using Acronis Cyber Cloud since 2015, so it



Acronis

KEY CHALLENGES

- Rising costs of e-signing solution and network bandwidth
- Getting new customers set up for monitoring and billing was painstakingly slow

KEY REQUIREMENTS

- Integrate with proprietary tools
- Simplify internal operations
- Lower data center costs

PROTECTED RESOURCES

- 2,354 workstations
- 2,181 servers
- 3930 virtual machines
- 1,367 Office 365 seats
- 670 TB local storage and 640 TB cloud storage

KEY BENEFITS

- Increased recurring revenue and profit with service providers
- Easy-to-use, intuitive interface
- Streamlined billing data processing with API integration

was familiar with the features and benefits available to its resellers and their customers. However, the company was not taking advantage of Acronis Cyber Notary Cloud. It was determined that Acronis Cyber Notary Cloud's verification of digital signatures could be used as a replacement to Clicksign, and the company could eliminate this operating cost. According to Wesley Silva, Technical Cloud Manager for Stock Distribuidora, "We migrated away from Clicksign and to Acronis Cyber Notary because of its ease of use, and we get the necessary security and insurance needed on our contracts. There are no disputes."

Furthermore, because Acronis Cyber Notary Cloud is visible to customers, "Using it as an e-signature tool for our contracts lets us market the offering to the channel. We have a large enterprise that is interested in using it to notarize interdepartmental communication request forms."

When it came to their data center offering, Stock Distribuidora needed to lower bandwidth costs and increase profitability while still providing an attractive offer to resellers and enterprises. With a multi-tenant architecture that unites virtualization, software-defined network, block, file, and object storage into a single solution – and a proprietary protocol that reduces bandwidth use when replicating and transmitting backup data to a target location – Acronis Cyber Infrastructure was a clear choice. According to Mr. Silva, "We deployed the Acronis software-defined infrastructure in our data center on our own hardware and offer it to all of our customers."

Finally, Stock Distribuidora was able to take advantage of the Acronis Cyber Platform to address the billing delays that existed within their RMM solution. With public APIs, corresponding software development kits, sample code, and supporting documentation, the Acronis Cyber Cloud platform also enables organizations to integrate into Acronis technologies, extending their applications and functionality to deliver control, ease, efficiency, reliability, and security for cyber protection solutions.

Per Mr. Silva, "We are using the Acronis APIs to get all the data out of devices and automatically send to billing."

THE BENEFITS: 200% YEAR-OVER-YEAR GROWTH WHILE STREAMLINING BILLING

Stock Distribuidora started working with Acronis Cyber Cloud in 2015 and has been growing rapidly ever since. This is in large part due to the pay-as-you-go model from Acronis which they, in turn, offer to their service provider customers.

With 165 service provider customers averaging 20 new contracts per quarter being processed by Acronis Cyber Notary Cloud, the company currently protects 2,354 workstations, 2,181 servers, 3,930 VMs, and 1,367 Office 365 seats. This generates 670 TB of local storage and 640 TB on cloud storage.

Most importantly, Mr. Silva reports, "We are growing around 200% year-over-year in 2019."

When it came to solving the billing issues, the results were nothing short of staggering. By taking advantage of the Acronis

APIs, according to Mr. Silva, "The integration is working perfectly, and more importantly, the billing process that used to take up to 10 days now takes 15 minutes."

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

With dual headquarters in Switzerland and Singapore, Acronis is a global organization that is trusted by 100% of Fortune 1000 companies. Learn more at [acronis.com](https://www.acronis.com)

"With the Acronis Cyber Platform, the integration into our RMM tool is working perfectly, and more importantly, the billing process that used to take up to ten days now takes fifteen minutes."

Wesley Silva, Technical Cloud Manager, Stock Distribuidora