

Acronis

Partners and allies:

A winning platform for MSP success



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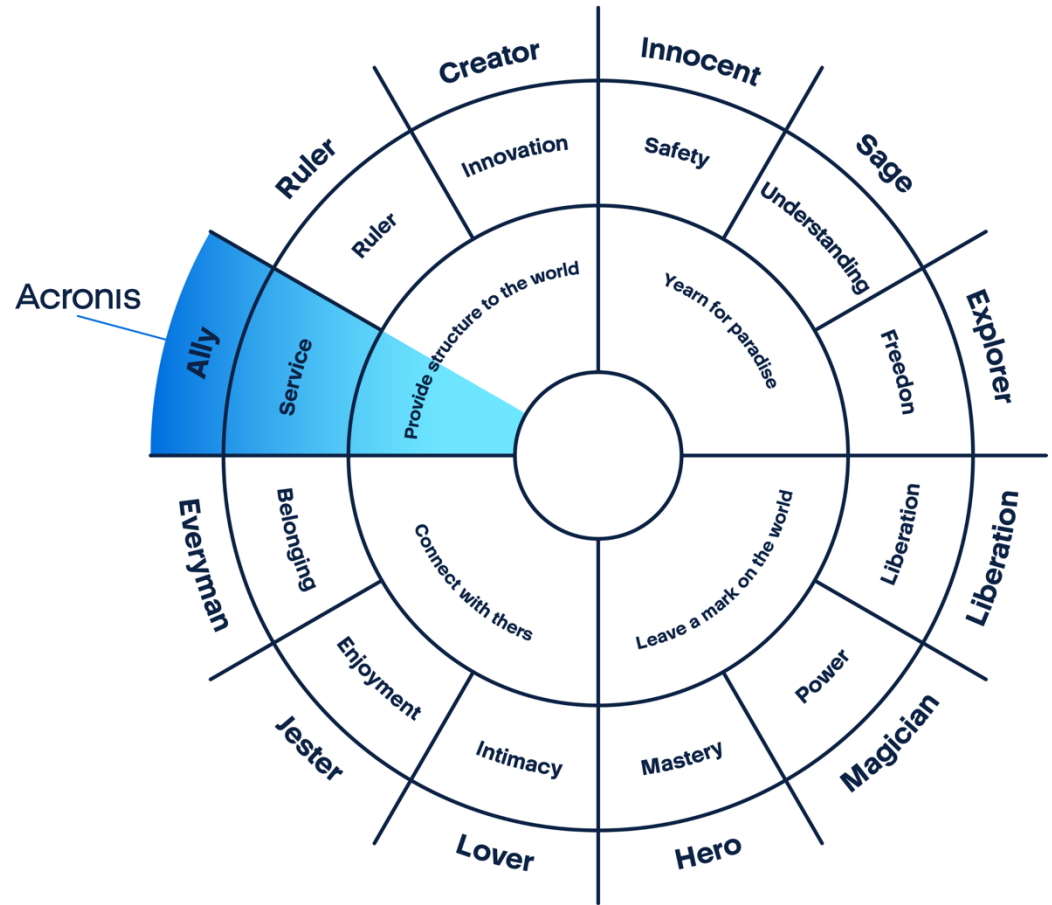
#CyberFit

Acronis is your ally

We never forget our MSP partners.

We are confident in the Acronis story, but not arrogant about it.

We are trusted and reliable allies.



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#TeamUp Sports Program

Acronis #TeamUp Program

For Acronis service providers

Use the power of the sports brands marketing rights to grow your business:

- Invoice your favorite team for Acronis tech
- Use your favorite team as a reference
- Grow your **entire** business
- Dedicated #TeamUp account manager
- Marketing support
- Exposure through the Acronis social media channels
- World-class sports organizations
- Branding exposure

The program is open to new and existing Acronis partners.



Amazing sports benefits

Brand exposure, technology adoption, access to partner ecosystem



Access to sports executives

- Invite team's CIO or CTO to your corporate or marketing events
- Produce case studies and testimonials



Access to players and drivers

- Involve sports stars in events (e.g., virtual Q&A here at the Summit, tomorrow)
- Create marketing content



Social media opportunities

- Promote your brand to sports team's social media followers
- Create sport-themed content for your own network



Sports facilities for events

- Run business events at sports team's facilities
- Invite your partners and customers to sports VIP events



Stadium branding and merchandise

- Make your brand visible to millions of fans watching the game at the stadium and on TV

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Acronis Cyber Foundation TeamUp

Acronis Cyber Foundation #TeamUp Program

Turn your company into a beacon of change,
**attract people who care, and make a difference
in the global community.**

By joining forces with us, you significantly
**impact the future generation, positioning your
brand as a socially responsible business.**

**Learn more how to start your first
corporate social responsibility
project with Acronis.**



Acronis and RNT Rausch opening a school for 150+ children in Dominican Republic

Join us in doing good at home and around the world!



30+ school projects

50+ IT Skills trainings

55,000+ people reached

Project options

Choose the projects depending on your company's interests



School projects

- Build a school or equip a computer classroom
- Support our school communities with their needs: school stationary, uniforms, football field etc.

School building treks

- Go on a school building trek
- Visit the school during the opening ceremony

IT Skills

- Run cybersecurity classes at schools in your local community
- Fund IT scholarships for students in Uganda

Environmental projects

- Run an environmental day in your local community (beach/park/forest cleanups)
- Tree planting activity

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Alliances and integrations

Cyber Protect Cloud Integrations

Pre-built technology integrations

zomentum



ninjaOne

HALOPSA



plesk



servicenow

WHMCS



CyberApp platform

For MSPs

Customize

Alerts, device lists and more

Automate

IT and security operations

Share

Applications with the MSP community

For ISVs

Fast integration

Low-code development framework

Deep and seamless

Widgets, alerts, status, reports and more —
inside Acronis console

Joint go-to-market

Co-branded assets, MSP education
and promotions

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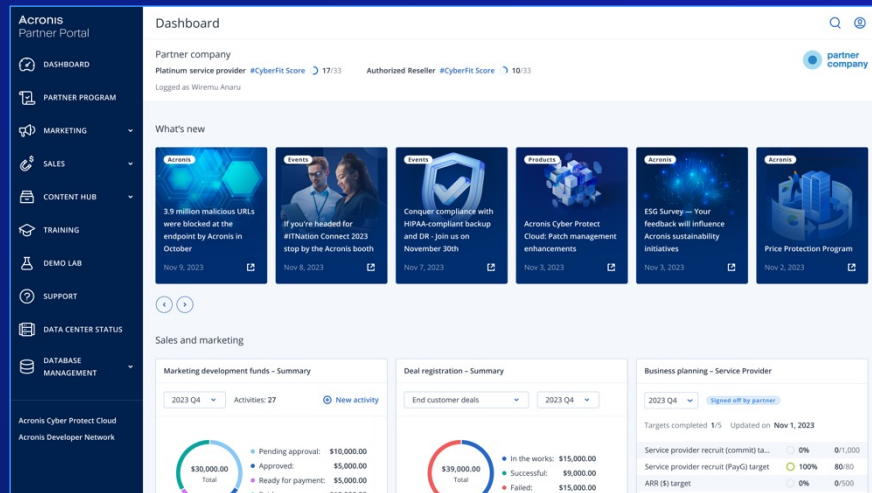
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Partner Portal

What is Acronis Partner Portal?

Acronis Partner Portal puts all the tools and resources our partners need to succeed right at their fingertips.

Key features of Partner Portal include:



Dashboard

Overview of account, partner news and navigation to key sections

Content hub

Marketing, sales and solution materials

Marketing

Built-in marketing automation tools

Sales

Latest promotions, licensing, pricing and NFR program

Training

Online and on-demand tech and sales trainings

Support

Submit and track support requests

What's new and support section

- News for partners, events and current promotions

What's new

News Events Promotions

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2023 Acronis #CyberFit Partner Kickoff: Partner, Simplify, And Thrive
23/01/2023

Events
Partner Event Kit: Now Available!
23/01/2023

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2023: Acronis #Cyberfit Academy Trainings
12/01/2023

Blog
What Is Cyberthreat Intelligence
10/01/2023

Portal
Demo Video: How To Send Emails From The Partner Portal
04/01/2023

Products
December Release: Acronis Cyber Protect Cloud
28/12/2022

- Dedicated partner account manager contact

- Access to live chat or submit a support ticket

- Resource links

- Overview of support tickets

Support and assistance

Partner account manager
Manage or upgrade your Acronis partnership, and get business development support
+1 202 601 3104
Submit a request
Start chat

Technical support
Get assistance with product-related issues
+1 888 889 3708
Submit a case
Start chat

Online resources
Find answers to commonly asked questions, or ask our community directly
Knowledge Base
Forums
Partner handbook
Technical documentation

Support cases

Case ID	Case Subject	Status	Created By	Owned By	Created	Updated
05625660	Test support case 2 (closed)	Closed			14/10/2022	14/10/2022

See all cases

Marketing section

Acronis Partner Portal

DASHBOARD

PARTNER PROGRAM

MARKETING

Marketing campaign playbooks

MDF

Email blast

Email drip campaigns

Social media drip campaigns

Website tracking

Web banners

Landing page

Partner Locator

SALES

CONTENT HUB

TRAINING

DEMO LAB

Marketing campaign playbooks

Marketing mini kit — Disaster Recovery Managed Services

Everything you need to market Disaster Recovery Services to your clients and
Leverage these assets to generate new leads and increase customer adoption of Disaster Recovery Managed Services.

33%

Marketing mini kit — Managed Security Services

Everything you need to market Managed Advanced Security to your clients and and
Leverage these assets to generate new leads and increase client adoption of Managed Malware Protection with Advanced Security...

0%

Acronis Cyber Protect Renewal Promos Mini Kit

Acronis Cyber Protect Renewal Promos Mini Kit
Help your customers realize big savings when they upgrade to an Acronis Cyber Protect subscription. Leverage the two available no...

0%

Marketing mini kit: Managed Backup Services

Everything you need to market Managed Backup Services to your clients and
Leverage these assets to generate new leads and increase customer adoption of Managed Backup Services.

67%

Marketing mini kit - Advanced Management Services

Everything you need to market DLP Managed Security Services to your clients and prospects

Partner Event Kit

Marketing mini kit Advanced email security services

Assist Me

- Content is organized into components: **Learn | Sell | Market**
- Content includes co-branded data sheet, email nurture and landing page templates
- Each kit is designed for an intended partner (persona), with reference materials and ready-made marketing content

Training section

Acronis
Partner Portal

DASHBOARD

PARTNER PROGRAM

MARKETING

SALES

CONTENT HUB

TRAINING

DEMO LAB

SUPPORT

DATA CENTER STATUS

DATABASE MANAGEMENT

REPORTS

SETUP

Acronis Cyber Cloud
Acronis Developer Network

Training

The Acronis #CyberFit Academy's training and certification courses will help you to build your sales and technical expertise in Acronis products. We will help you gain valuable insights in how to position, sell, and deploy Acronis solutions in an increasing challenging marketplace, and learn how to create solutions to meet the modern needs of your clients with our award winning Acronis Cyber Protection.

Acronis #CyberFit Academy course tracks

Technical Sales Developer Security Live classes

CLOUD Managed service providers, cloud aggregators, hosters, platform partners

Cloud Tech Fundamentals

Entry-level technical course on Acronis Cyber Protect Cloud release for MSP Owners, Helpdesk, Administrators, Technicians, and IT Generalist. Covers overview, licensing, agent installation, operating concepts, and managing tenants and users with Acronis Cyber Protect Cloud services.

Duration
4 hours

Pre-requisites
None

Take course

Cloud Tech Associate Advanced Security

Intermediate level technical course focused on security services found in Acronis Cyber Protect Cloud. Designed for MSP Systems Engineers, Systems Administrators, and IT Professionals. Covers how to plan and perform cyber protection operations with Acronis Cyber Protect Cloud.

Duration
2 hours

Pre-requisites
Cloud Tech Fundamentals

Take course

Cloud Tech Associate Advanced Backup

Intermediate level technical course focused on backup operations and concepts found in Acronis Cyber Protect Cloud. Designed for MSP Systems Engineers, Systems Administrators, and IT Professionals. Covers how to plan and perform backup, recovery, and related operations with Acronis Cyber Protect Cloud.

Duration
3 hours

Pre-requisites
Cloud Tech Fundamentals

Assist Me

- The Acronis #CyberFit Academy's training and certification courses will help partners build their sales and technical expertise in Acronis products (cloud, classic)
- Live Classes are also available in different regions and languages. Schedule is available in the referenced public KB article
- Partners can achieve certification badges and showcase their skills on social media sites like LinkedIn via Credly

Acronis Academy

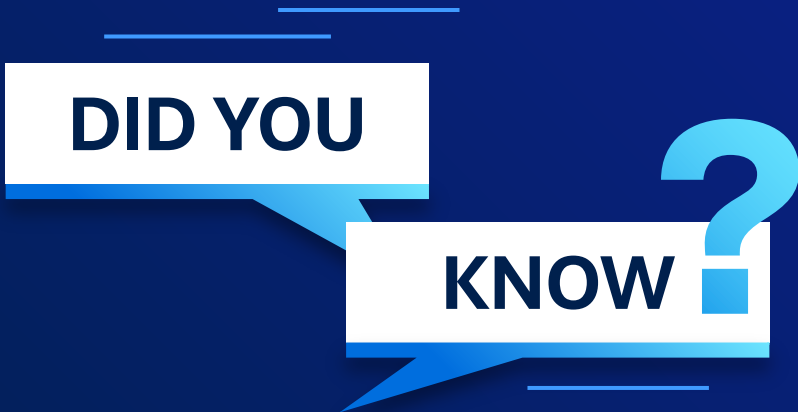
Learn more, earn more

Get certified to access more benefits

- ✓ Differentiate your business by gaining in depth expertise in Acronis solutions
- ✓ Improve your Acronis sales and technical capabilities
- ✓ Implement award-winning solutions based on patented Acronis technologies
- ✓ Boost your credentials with official Acronis Certification
- ✓ Gain confidence in data protection, secure file access, and mobility



Empowering your business



SCAN ME

Partners who took our certification training:

- ✓ **Increased** their revenue from Acronis sales by **104%**
- ✓ **Saved** time and operational costs by logging **40% fewer** support tickets
- ✓ **Managed 10% more** customers per technician
- ✓ **Sold and upsold 3 times more** Advanced packs

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End-User Client Acquisition

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Acronis Academy

Going to market ... together

Sell with you to help land larger deals

Support with marketing campaigns
and promotions

Webinars and events — for recruiting
and increased consumption

Demand generation through market
awareness



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**Let me tell you
a story**



NIKE

**Late at night when
the client calls.**

**When the file is
accidentally deleted.**

**When things go right ...
and when they go wrong.**

We've got your back.



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Thank you!