14 Ways **Acronis** Cyber Protect Bails You Out

SECURE BACKUPS MAKE I.T. EASIER

Acronis

Table of contents

3 Introduction

4 Restore remotely

5 Create mirror images

6 Protect devices automatically

7 Prevent ransomware attacks

8 Diagnose attacks

9 Stop rogue employees

10 Save for the future

11 Back up the slackers

12 Secure legacy data

13 Make fixes sneaky-fast

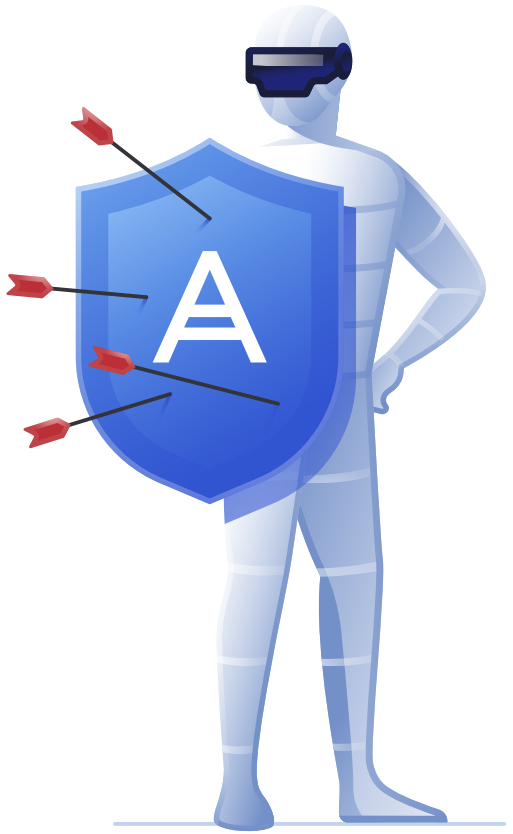
14 Create a safe space

15 Defend cloud app data

16 Ensure data integrity

17 Recover from disaster

18 Conclusion



Copyright © 2002-2021 Acronis International GmbH.

Acronis

Introduction

Technology moves at a spectacular pace, which can be both a blessing and a curse for modern companies:

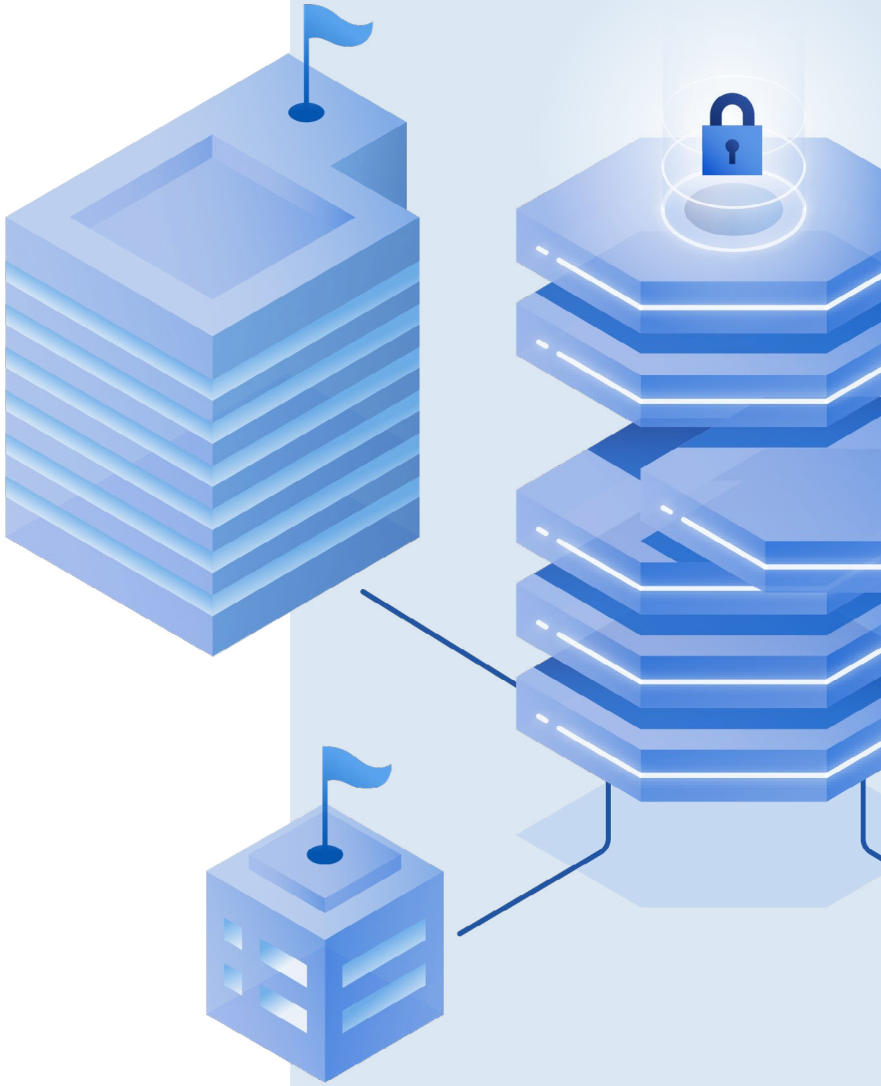
- The blessing is seen in increased employee productivity, fewer barriers to new business opportunities, and greater geographic reach.

- The curse is keeping all business-critical data protected given the complexity of modern IT environments, growing security threats, and challenges balancing the cost of storing and safeguarding ever-growing amounts of data.

Growing data volumes, evolving infrastructure, more access points, and constantly changing online threats mean business owners and their IT pros need easy, effective tools to get the most out of their data while keeping it completely secure.

For more than 17 years, Acronis has been at the cutting-edge of cyber protection. We've seen it all and learned a thing or two along the way. This guide not only shows how Acronis can protect your data, but it highlights a few tricks that can offer your company other benefits.

Let's take a look!



Copyright © 2002-2019 Acronis International GmbH.

Restore remotely

Accidents happen to everyone, even the boss who's traveling for business. When 86% of IT practitioners report that someone in their organization has had a laptop lost or stolen - with 56% of them reporting that this resulted in data breach – road trip could easily find your boss suddenly without their laptop, tablet, or smartphone.

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

Regular backups and Acronis Cyber Protect's remote restore capabilities mean you can get your executive back in the game with just a few clicks – even if they're traveling on another continent.

And with the Acronis Universal Restore feature built into Acronis Cyber Protect, your executive doesn't have to waste time looking for an exact match of their old hardware. Simply have the boss buy a laptop and you can restore their old system to the new device – including all of their files and settings. Acronis Universal Restore will ensure the correct drives are in place for the new hardware.

THE BOTTOM LINE

You'll save your roaming executives costly downtime and protect their reputation. That ought to make the boss happy.

Copyright © 2002-2021 Acronis International GmbH.

Create mirror images

Everyone enjoys getting a new laptop or upgrading to a server that meets the company's growing demands, but not every employee has to do their own data migration and testing. That's the job of IT, and they know all too well the problems that can arise when upgrading an organization's hardware.

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

Hardware upgrades are easy when you have a reliable backup. Acronis Cyber Protect allows you to generate a mirror image of an existing system to capture everything – files, apps, operating system, settings, and preferences. That image can then be used to restore the system on the drive of your choice, confident that everything on the new device will be exactly the same as the original.

Acronis Cyber Protect's disk imaging ability makes the process of migrating a full system a snap. And if the new device has an SSD instead of the HDD in the original machine, Acronis Universal Restore ensures you can seamlessly upgrade.

THE BOTTOM LINE

New hardware headaches? Mirror imaging is the cure that ensures you can reliably migrate data.

Copyright © 2002-2021 Acronis International GmbH.

Protect devices automatically

The number of devices used by organizations seems to expand exponentially, with each machine generating a constant stream of data. While protecting individual devices is vital, your IT team (and you) have enough to do without manually overseeing the process for each machine.

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

Unlike traditional backup solutions, with Acronis Cyber Protect, the agents responsible for performing data protection tasks on your machines are completely autonomous. Our backup agents do not need to be in constant communication with the Acronis Management Server (AMS).

That means that once our autonomous backup agents are installed and configured for the AMS, all of your backup, recovery, replication, and other data-manipulation tasks will occur as scheduled – even if the connection to the AMS becomes unstable. You can focus on other tasks confident that each machine is protected.

THE BOTTOM LINE

Every device may need protection, but not every device needs your personal attention. Work smarter.

Copyright © 2002-2021 Acronis International GmbH.

Prevent ransomware attacks

Online criminals keep increasing their attacks. Every 19 seconds, a business is hacked and it takes an average of two days to recover from an attack. That's a lot of costly downtime companies must avoid if they want to stay in business.

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

Having a clean, reliable copy of your data means you can restore your system without having to pay the ransom. While that strategy has been tremendously effective in the past, the landscape has changed dramatically, as new ransomware strains target backup software, agents, and files to deny users of this safety valve.

Acronis Cyber Protect is the solution to integrate business backup with AI-powered anti-malware.

Acronis Active Protection actively monitors your system in real time to detect and stop attacks before serious damage is done and then automatically restores any affected files. You can recover so quickly, ransomware attacks won't cripple your operations.

Plus, Acronis Active Protection includes self-defense mechanisms that protect Acronis Cyber Protect, its agents, and the backups it creates.

THE BOTTOM LINE

Backups can defend your business from costly downtime caused by ransomware... provided your backup is protected too.

Copyright © 2002-2021 Acronis International GmbH.

Acronis

Diagnose attacks

Even when you deploy anti-malware software, establish firewalls, and take other precautions, online attacks can still get through. Now imagine you've spent time restoring your systems but the attack repeats a few days later. Diagnosing how an attack is getting in is vital to locking it out.

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

Having numerous versions of your backup files gives you the ability to thoroughly investigate security breaches and other causes of data loss. That's because when you create backups with frequent recovery point objectives (RPO), you capture every change to your data, allowing you to see when and where those changes occurred.

With Acronis Cyber Protect, you can view all the versions of your backups in the catalog to see when a file was modified. You don't need to manually scan through your recovery points to find a safe, unaltered version of that file – the Acronis Cyber Protect catalog does it for you.

THE BOTTOM LINE

"Fool me once, shame on you. Fool me twice, shame on me." Acronis Cyber Protect's versioning control can help identify and close security gaps.

"There's an obvious reason to backup your entire computer, and if you can add in protection against viruses as well, it would be great to have them together. Why not? You have a one stop solution."

John Staite,
Owner

Stop rogue employees

Enlightened companies often say "our employees are our greatest asset." But if members of the IT department start to feel unappreciated, a disgruntled system administrator can quickly turn into the greatest threat. Intentional damage to data can cause serious damage to a small- or medium-sized business.

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

Having a cyber protection solution with tiered policy-managed retention limits and the ability to delegate administrative roles can significantly reduce the damage a single person can cause. With Acronis Cyber Protect, you can control and monitor the organization's entire infrastructure while limiting the access remote admins have. Enable them to take care of their own infrastructure, while blocking them from accessing other departments and offices.

For business critical systems, software or hardware, Acronis Cyber Protect enables you to implement the "two-person rule" so no one employee is solely responsible for maintaining them.

THE BOTTOM LINE

You can't please everyone all of the time, but the right admin settings can help limit the damage done by an unhappy sysadmin.

Copyright © 2002-2021 Acronis International GmbH.

Save for the future

The speed of business today barely gives us enough time to read the emails we get – we scan and move on. But there's a lot of vital information shared. Are you sure your current mail archive will not be needed five or 10 years from now? How long can you ensure the security of your data for compliance reasons?

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

Using automated retention in combination with cold storage allows you to preserve your email archives for as long as they're needed. Since the best practice is a seven-year retention policy, Acronis Cyber Protect ability to create and offload archives is the best way to store files that you no longer need to regularly access, while providing a reliable method to retrieve any email file when necessary.

By enabling the long-term retention of your company's emails, Acronis Cyber Protect guarantees that you can meet any compliance requirements for your industry, retrieve any file needed to support a legal action, and access historic records vital to your company's success.

THE BOTTOM LINE

One IDC report says 60% of a company's data is kept in email.[3] Automated retention and archiving keep it protected.

Copyright © 2002-2021 Acronis International GmbH.

Back up the slackers

They say the road to hell is paved with good intentions. Even if you have an official backup policy in place, if the actual act of backing up is left to individual employees, gaps can form in your data protection. In fact, missed or failed backups are among the leading causes of unrecoverable data.

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

With Acronis Cyber Protect, you can automate the backup process for each workstation – taking it out of the hands (and off the 'to-do' list) of employees. That means company data is protected and staff can focus on their core responsibilities.

In addition, Acronis Cyber Protect will monitor all of the planned backups across the organization and report any problems, including missed backups. If someone's device has not backed up during the past five days, the IT manager is notified automatically so he can follow-up and ensure that data gets protected.

THE BOTTOM LINE

Don't leave the protection of your company data to chance – and be sure to get notified when backups fail.

Copyright © 2002-2021 Acronis International GmbH.

Secure legacy data

How we access and utilize data is constantly evolving, but constantly investing in new hardware and software isn't realistic for every company. For many IT departments, tight budgets mean making do with older systems, even if those legacy systems lack sufficient cyber protection.

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

Disk image backups give you the power to reliably protect your entire infrastructure, including your legacy applications. With Acronis Cyber Protect you can create captures of everything as a single image – from individual files and apps to full servers and hypervisors – to ensure you have the data used by any outdated apps that your company still depends on.

In addition, Acronis Cyber Protect not only creates bit-for-bit replicas of your data, it also includes added protection against the modern dangers that may not have been a threat to company data when that legacy system was adopted, such as ransomware and cryptomining malware.

THE BOTTOM LINE

If updating your legacy systems is not feasible, having a modern cyber protection solution is the next best thing.

Copyright © 2002-2021 Acronis International GmbH.

Acronis

Make fixes sneaky-fast

Infrastructure downtime can be a part of life. While scheduled maintenance is no problem, sudden hardware failures can generate many more problems. But can you really say your company experienced any system downtime if no one noticed that a server went down?

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

Unexpected IT outages are a reality since something as simple as a faulty patch to an app or your operating system can bring down a server. With Acronis Cyber Protect, you can minimize that suffering because you can start running a full image backup of your system as a virtual machine within seconds. Your users can keep working while you fix the issue.

The same strategy also makes it easy to test infrastructure changes, such as software updates and different configurations.

THE BOTTOM LINE

With the right solution, no one will even notice when you experience an unexpected system failure.

"The tight integration with Hyper-V makes Acronis Cyber Protect the best choice for easy and quick backup of virtual machines. Installation and configuration is easy."

Justin Jones, IT Manager

Granite Ridge Builders

Acronis

Create a safe space

If headlines of the last few years show us anything, it's that natural disasters can happen at any time. Wildfires, earthquakes, super storms, and floods not only cripple cities and towns, they also destroy businesses – including the computers, servers, and storage devices that hold critical data.

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

Recovering after a fire, flood, or other natural disaster requires a cyber protection strategy that guarantees you've got at least one reliable backup for recovery – no matter what. The 3-2-1 Backup Rule creates an on-site copy for fast, everyday recoveries, as well as an off-site version that's safe from anything that can destroy local originals and backups. Following it simply requires:

- **Three** copies of your data, one production version and two backups.
- **Two** formats for your backup, network drive, external hard drive, cloud, etc.
- **One** of those backups stored off-site, like in the cloud.

Acronis Cyber Protect not only provides local cyber protection, but delivers greater cloud choice: integrating with Microsoft Azure, Google, and AWS, in addition to secure Acronis Cloud Storage.

THE BOTTOM LINE

The combination of on-site and off-site backups delivers dual protection of your business data, apps, and systems.

Defend cloud app data

Even when you do something for the right reason, it can lead to unforeseen issues – and that can be particularly true in technology. Cloud-based services like Microsoft 365 and G Suite can make employees more productive, but they can also increase the risk of data loss.

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

Companies use software-as-a-service (SaaS) solutions like Office 365 and G Suite to help their businesses run, while reducing IT costs and gaining a host of cloud-related benefits. As a result, there is a lot of business data stored in cloud-based apps. Yet that data can disappear from these apps for a few reasons, not the least of which is human error.

These apps make it clear that lost files are not always recoverable and your organization is responsible for protecting you own data. With Acronis Cyber Protect, you can ensure the emails, files, contacts, and other content you have in these cloud apps can be restored in seconds.

THE BOTTOM LINE

Cloud apps aren't the same as cloud backups. Acronis Cyber Protect keeps the data in those apps protected.

Copyright © 2002-2021 Acronis International GmbH.

Ensure data integrity

Given how companies rely on and create more value from data, the bad guys have a new angle of attack. Rather than stealing data or taking down a system, they can modify your data in a way that disrupts your business processes or causes you to make a potentially fatal business decision.

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

Companies that rely on artificial intelligence (AI) to process information and make decisions need to know their input data is accurate and authentic. Bad input data creates flawed analysis and decision-making.

Every organization needs a way to prove its data is original and unaltered, because even minor modification attacks can have a dramatic impact.

If a hospital's electronic medical records are targeted, slight modifications could mean patients get the wrong medication or dosage.

Acronis Cyber Protect meets this challenge with the first integrated, blockchain-based notarization solution, giving organizations a foolproof way to certify and verify the authenticity of their data.

THE BOTTOM LINE

If you can't prove the authenticity of your data, you can't entrust it with the future of your company.

Copyright © 2002-2021 Acronis International GmbH.

Acronis

Recover from disaster

It's estimated that for every hour of unexpected downtime, companies lose more than $100,000[4]. Backups let you retrieve data, but how quickly a business recovers is critical. If your office were destroyed, how long would your employees be unable to use the apps and systems they need?

ACRONIS CYBER PROTECT BAILS YOU OUT BECAUSE...

Thanks to advances in backup automation, hybrid cloud storage, and virtual machine (VM) technology, it's easy to add business continuity services like disaster recovery to your cyber protection strategy. Even if a giant meteor landed on your data center, destroying everything, you can automatically failover to a cloud-based virtual environment nearly instantaneously.

With Acronis Cyber Disaster Recovery, Acronis Cyber Protect delivers proven business continuity – meeting the most demanding recovery time objective (RTO) so your organization can keep running while the system is repaired.

THE BOTTOM LINE

Time lost is money lost, but Acronis Cyber Disaster Recovery keeps your downtime to a minimum.

"With Acronis, we have significantly improved our Recovery Time Objectives (RTOs) and Recovery Point Objectives (RPOs). We find Acronis is the best solution to protect our data and support our disaster recovery plan."

Antonio Cesar Ribeiro Courbassier, IS/IT Infrastructure Manager

HYDRO

Acronis

Conclusion

Modern businesses rely on their data, apps, and systems more than at any time in history, and the volume of data that must be protected is only increasing. Acronis delivers reliable, innovative cyber protection that is designed for today's needs and tomorrow's demands.

Want to see how Acronis Cyber Protect can help your company keep up with its IT demands? Try it free for 30 days to experience it firsthand. Or visit acronis.com for details.

Sources

1. Kensington, IT Security & Laptop Theft report, September 2018 (reported in Security Boulevard)
2. CSO Online, 2020 (reported here)
3. IDC Worldwide Quarterly Storage Software Qview (cited in Computerworld)
4. IDC Study, The Cost of Downtime, 2020 (reported here)

Acronis

For additional information, please visit **www.acronis.com**

Copyright © 2002-2021 Acronis International GmbH. All rights reserved. Acronis and the Acronis logo are trademarks of Acronis International GmbH in the United States and/ or other countries. All other trademarks or registered trademarks are the property of their respective owners. Technical changes and Differences from the illustrations are reserved; errors are excepted. 2021-02