

# Reline selects **Acronis** Cyber Backup Cloud to enable one of its primary managed offerings

Israeli MSP takes advantage of centralized management features and cloud storage to support its customer, Moroccan Oil Ltd.

## BACKGROUND

Reline is an Israel-based managed service provider (MSP) with over 20 years of experience providing complex IT and networking services. The company has 20 employees, including 18 technicians. Over four years ago, Reline made a strategic decision to focus its business model on selling, delivering, and managing cloud services. That decision led the company to search for and partner with best-of-breed cloud solutions focusing on compute, security, and backup.

## THE CHALLENGE: FINDING THE RIGHT SOLUTION

Reline needed to develop a portfolio of cloud services that would allow them to support end customers ranging from small-to-medium businesses (SMBs) to large enterprises while enabling a channel of smaller MSPs to leverage their solutions and expertise. Reline evaluated Veeam but was not interested in offering an on-premises solution whatsoever and thought the user interface was too complicated.

One Reline customer in particular, Moroccan Oil Ltd., had specific needs for cloud-based backup to protect data from nearly 250 employees across global offices in Israel and Canada. Moroccan Oil had been using tape backup to protect its data, which was time consuming, unreliable, and a growing logistical challenge given the company's global footprint. It needed a modern, cloud-based solution for backing up 12 virtual machines, six servers, Microsoft Exchange and Active Directory, and SQL databases.

## KEY CHALLENGES

- Offer a world-class cloud backup solution
- Support for SMBs, enterprises, and reseller channel

## KEY REQUIREMENTS

- Centralized control
- Support for multiple workloads and devices
- Cloud backup destinations

## PROTECTED RESOURCES

- Over 100 TB
- 138 virtual machines
- 31 servers

## KEY BENEFITS

- Easy to use
- Quick restoration of servers and VMs
- Ransomware protection

Moroccan Oil's needs were a perfect example of the type of cloud-based backup solution that Reline wanted to offer in the market at large.

#### THE SOLUTION: ACRONIS CYBER BACKUP CLOUD

With support for more than 20 virtual, physical, and cloud platforms, and a hybrid of on-premises and cloud backup capabilities, Reline determined that Acronis Cyber Backup Cloud was their ideal solution. Additional considerations like reseller support, built-in AI-based anti-ransomware and anti-cryptojacking technology, Acronis Active Protection, made the decision even easier.

Through a single portal, Reline is able to manage all of their clients, enabling them to recover individual files, application data, or entire virtual platforms. Furthermore, Acronis Cyber Backup Cloud provides the flexibility for the company to restore its customers to the original destination or completely new destinations while managing data from a centralized location. According to Roy Adir, Reline's President, "Moroccan Oil loved having centralized control over their multiple edge locations."

#### THE BENEFITS: EASY TO USE WITH SUPPORT FOR MULTIPLE WORKLOADS

The benefits of partnering with Acronis were immediate to both Reline, as a whole, and to Moroccan Oil. Moroccan Oil has gotten rid of its tape backup process and has migrated entirely to Acronis Cyber Backup Cloud. According to David Asor, CIO of Moroccan Oil, "Acronis provides us with an amazing solution that allows us to not only back up entire machines or files and folders, it also supports SQL backups, Active Directory, and our Exchange server with separate data stores for each."

He continues, "It also has a great user interface and is easy to use. Acronis has enabled our IT department to solve more complicated issues rather than spending time on backup jobs."

These results have scaled across Reline's entire business. Reline now protects over 100 TB with Acronis for dozens of customers, including smaller MSPs that have their own customer base. Even though Reline now has five Acronis Certified Engineers (ACE), Mr. Adir notes, "Acronis Cyber Backup Cloud is very user friendly and even a person who doesn't have any system or helpdesk experience can understand the service." He continues, "Additional benefits include ransomware protection and the ability to quickly recover a server and run it as a virtual machine in the Acronis portal – this saves us time and money."

Looking ahead, both Reline and Moroccan Oil are interested in expanding their relationship with Acronis to include disaster recovery as a service. Mr. Adir confidentially says, "Within the next year we will double the data we have under protection to over 200 TB. Acronis gives us the tools to make this happen and I believe we can do it."

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**Roy Adir,**  
**President of Reline**

#### ABOUT ACRONIS

Acronis leads the world in cyber protection – olving safety, accessibility, privacy, authenticity, and security (SAPAS) challenges with innovative backup, security, disaster recovery, and enterprise file sync and share solutions that run in hybrid cloud environments: on-premises, in the cloud, or at the edge. Enhanced by AI technologies and blockchain-based authentication, Acronis protects all data, in any environment, including physical, virtual, cloud, mobile workloads, and applications.

With dual headquarters in Switzerland and Singapore, Acronis is a global organization that is trusted by 80% of Fortune 1000 companies. Learn more at [acronis.com](https://www.acronis.com).