

Bastion Backups selects **Acronis** Cyber Cloud to better meet the needs of its resellers and SMB end users

Hybrid cloud backup provider leverages the Acronis platform to support its resellers with advanced cyber protection services including cloud backup and disaster recovery.

## BACKGROUND

Based in South Africa, Bastion Backups offers hybrid cloud backup solutions to small and medium businesses (SMBs) and the enterprise market space by enabling a reseller channel. The company provides back office technical, sales, and marketing support for its resellers, serving roughly 300 clients in South Africa and protecting nearly 50 TB of data across its resellers' client base. Bastion Backups works with several backup vendors to provide the right suite of solutions to its resellers.

## THE CHALLENGE: FINDING THE RIGHT VENDOR FOR SMB END CUSTOMERS

Bastion Backups has previously worked with IASO and CrashPlan to provide solutions to its resellers but had a gap in its offerings aimed at SMBs. In particular, they were seeking a solution that used a pay-as-you-go, per-GB pricing model. According to Michael Edmunds, Head of Partner Marketing, "Although we have worked with other partners in the past, we've had to continually adapt to take advantage of new services." He continues, "There has always been a gap in the small-to-medium business landscape, when it comes to innovative and affordable backup solutions. We identified this as an area where we could make a difference in the business world, even where world class solutions were deemed unaffordable."

## KEY CHALLENGES

- Offering advanced cyber protection services
- Providing resellers a backup solution aimed at SMBs
- Delivery and billing model requiring pay-as-you-go per-GB

## KEY REQUIREMENTS

- Easy-to-use platform
- In-depth reseller enablement program
- Pay by GB billing model
- Advanced reporting and administration

## PROTECTED RESOURCES

- 11.7 TB of data
- 13 resellers
- Over 140 devices

## KEY BENEFITS

- Simplicity in deployment and administration
- Client portal functionality
- Comprehensive reporting for resellers

## THE SOLUTION: ACRONIS CYBER CLOUD

Bastion Backups' resellers support end customer infrastructures ranging from a single device to complex environments with multiple servers and devices. With support for more than 20 virtual, physical, and cloud platforms, and a hybrid of on-premises and cloud backup capabilities, coupled with a platform specifically designed to support resellers, the company determined that Acronis Cyber Cloud was an ideal solution. Mr. Edmunds noted, "With the increase in ransomware and other malware threats across the world, increased awareness and security are needed." This made the additional features found in Acronis Cyber Cloud, like built-in AI-based anti-ransomware and cryptojacking technology through Acronis Active Protection extremely attractive and the decision to invest in Acronis even easier.

Through a single portal, Bastion Backups can now manage all of their resellers and end customers, enabling them to recover individual files, application data, or entire physical and virtual machines. Acronis Cyber Cloud also provides the flexibility for Bastion Backups' resellers to restore its customers to the original or completely new destinations while managing data from a centralized location.

Per Mr. Edmunds, "Acronis serviced a new, exciting niche for us, where we could further satisfy our clients' secure backup expectations. Acronis has certainly opened the doors for new and innovative ways to support our proposed growth strategy. Acronis Cyber Cloud offers a comprehensive bundle of services for just about any business - from fundamental data protection services to complex, multi-tenant organization, requiring full hybrid cloud disaster recovery solutions."

*"Acronis Cyber Cloud offers a comprehensive bundle of services for just about any business – from the most basic of data protection measures to complex, multi-tenant organization, requiring full hybrid cloud disaster recovery solutions."*

**Michael Edmunds,  
Head of Partner Marketing**

## THE BENEFITS: SIMPLICITY, VISIBILITY, AND REPORTING

Bastion Backups began working with Acronis in August 2018 and immediately started to divert several of its clients. There are currently 13 resellers servicing over 140 devices and 11.7 TB of data being protected by Acronis Cyber Cloud.

According to Mr. Edmunds, "Simplicity in the deployment of Acronis, as well as the robust client portal functionality, is a great benefit to our delivery model. Considering our high quality standards, this enables us to be agile in new client onboarding and helps us deliver fast and professional solutions, with comprehensive reporting." The company is an Acronis Gold Service Provider and also keeps up to date with its Acronis Certified Engineering (ACE) status, allowing them to stay current when providing technical, sales, and marketing support to its

resellers. Ultimately, says Mr. Edmunds, "As an Acronis Gold Service Provider, we have been able to raise our game to a world-class status for which we are extremely proud."

## 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](#), running on [hybrid cloud storage](#): on-premises, or 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. Today, 500,000 business customers, and a powerful worldwide community of Acronis API-enabled service providers, resellers, and ISV partners use these technologies. Acronis is trusted by [79 of the top 100 most valuable brands](#) and has over 5 million customers, with dual headquarters in Switzerland and Singapore, Acronis is a global organization with 14 offices worldwide and customers and partners in over 190 countries. Learn more at [acronis.com](https://www.acronis.com).