

Acronis

Aures Secures POS Systems with OEM Version of **Acronis** Cyber Backup

Delivering the customized OEM version of Acronis cyber protection with their point-of-sale (POS) systems ensures Aures clients have the protection of their critical data

CUSTOMIZED AND CONVENIENT BACKUP

Aures has thought long and hard about its client's needs — not only for great aesthetics, but also the need to guarantee the smooth operation of their business. If there is a glitch in a system, the client shouldn't need to panic or lose valuable time. So if a system crashes, Aures responds quickly and without any fuss. An engineer is sent to the client with a replacement terminal, in order to replace any defective parts on the spot.

While this approach works perfectly for the replacement of defective hardware such as a motherboard, it is more problematic for defective hard drives — since a hard disk failure may mean loss of data. Unless data has been backed up beforehand, it may be permanently lost.

For this reason, Aures historically offered the option of a “security package” that consisted of Acronis True Image personal backup software and a compact flash card on which clients could store their backup files.

Acronis and Aures then worked together to refine the package. Instead of Acronis' personal backup solution, clients who purchase the security package now receive a customized OEM version of Acronis Cyber Backup — the company's business solution.

“We're the good guys on the market”, says Hilmar Buchwald, Sales Director for Aures Technologies GmbH, “because we're the first to have thought through what happens when the hard drive fails.”

KEY CHALLENGES

A reliable disaster recovery solution that can be ordered directly as an optional security package along with a POS system

ENVIRONMENT

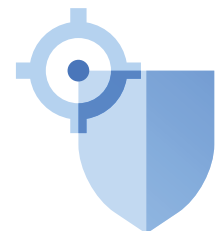
POS systems based on Microsoft Windows

SOLUTION

Custom OEM version of Acronis Cyber Backup

ADVANTAGES

The customer receives a convenient backup and disaster recovery solution, removing the need for them to worry about system security and restoration.



Now the end user doesn't need to worry about securing their own system because they receive the appropriate cyber protection solution as part of the package. This includes the creation of a complete backup of the operating system and applications by the dealer using Acronis Cyber Backup — before delivery of the POS system.

Additionally, once it is delivered, the system is set by default to carry out incremental backups at pre-defined intervals. All data is reliably secured and, if any problem arises, the customer can easily restore the system and their own data on the new hard drive using the Acronis OEM version. Subsequently the system will be fully updated by an engineer using remote intervention.

DISASTER RECOVERY WITHOUT STUMBLING BLOCKS

Since the Acronis OEM version is usually provided as a download, Acronis and Aures had to consider how the POS system could be re-booted in an emergency using the new hard drive. This consideration is particularly important in the case of cash terminals in the retail and food sectors, where instant help is required in the case of a disaster. In a worst case scenario, for example, a restaurant or café owner whose system fails in the middle of a busy holiday period does not have the time or patience — and often has no way — to download the software.

Aures' Buchwald stresses that things must be made as simple as possible for the customer, and any stumbling blocks should be removed in advance. Aures sees it as vital that "the customer has everything they need, without having to ask." The idea therefore came about of placing removable boot media of the OEM version near the cash till, where it is easy to find, but not in the way.

Based on recommendations and the need for a cost-effective solution, Aures chose Acronis as its partner. According to Buchwald, the end user usually wants to spend as little time and money as possible on data security — but when things go wrong, they demand a convenient and reliable disaster recovery solution.

"Acronis does what we need quickly and well," says Buchwald. A further plus in the Acronis Cyber Backup column was the fact Acronis and its products are so well known on the market. As a result, customers have responded positively to the security package option.

"The OEM software perfectly meets customers' everyday needs, since they only require a small segment of the full functionality of the Acronis software."

**Hilmar Buchwald,
Sales Director**

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](#) that run in [hybrid cloud environments](#): on—premises, in the cloud, or at the edge. Enhanced by [AI technologies](#) and [blockchain-based data authentication](#), Acronis protects all data, in any environment, including physical, virtual, cloud, mobile workloads and applications.

With 500,000 business customers, and a powerful worldwide community of Acronis API—enabled service providers, resellers and ISV partners, Acronis is trusted by 100% of Fortune 1000 companies and has over 5 million customers. With dual headquarters in Switzerland and Singapore, Acronis is a global organization with offices worldwide and customers and partners in over 150 countries. Learn more at [acronis.com](#).