

Acronis
Global Cyber Summit 2020

Acronis Global Cyber Summit Workshop

Developing the pitch and packaging:
The New Way the Service Provider Community
Can Sell Cyber Protection to SMBs & Enterprises

#CyberFit

SINGAPORE



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VP Sales



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Director of Channel
Solutions, UbiStor Inc.



**Florence
Jule**

Global Channel
Marketing Manager



**Gregory
Howard**

MSP Sales Director

The cybersecurity market opportunity

Services are the largest piece of the cybersecurity spending pie

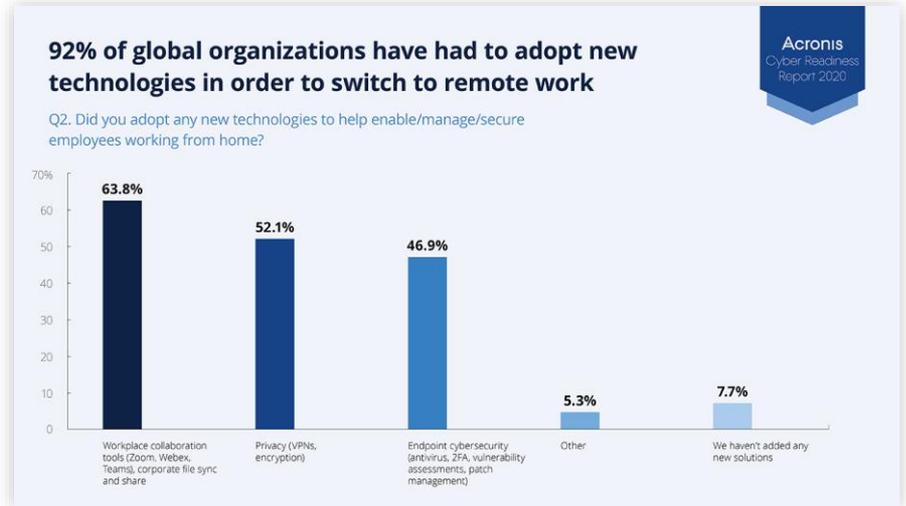
Worldwide spending on security-related hardware, software, and services will be \$125.2 billion in 2020, an increase of 6.0% over 2019. As the global economy recovers from the impact of COVID-19, IDC expects worldwide security spending to reach \$174.7 billion in 2024.

MSPs struggling to keep up with cyberthreats

92% of MSPs surveyed indicated that staying up-to-date with the latest security threats is the biggest challenge they face when it comes to safeguarding people and processes.

- <https://www.idc.com/getdoc.jsp?containerId=prUS46773220#:~:text=According%20to%20a%20new%20forecast,increase%20of%206.0%25%20over%202019>
- <https://www.acronis.com/en-us/blog/posts/announcing-2020-msp-cybersecurity-readiness-survey-results>
- https://comptiacdn.azureedge.net/webcontent/docs/default-source/research-reports/research-report---trends-in-managed-services-2020---vfinal3.pdf?sfvrsn=9b4f7f0f_2

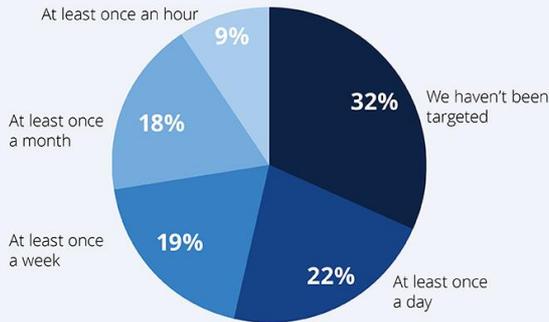
Remote work and protecting endpoints just got harder



Cybersecurity threats are expanding

31% of global companies are attacked at least once a day. India reported nearly twice as many attacks as any other country

Q4. How often has your company been targeted by a cyberattack in the past three months?



Acronis
Cyber Readiness
Report 2020

Ransomware demand costs could **exceed \$1.4 billion** in the U.S. in 2020 – and could reach \$170 billion worldwide.

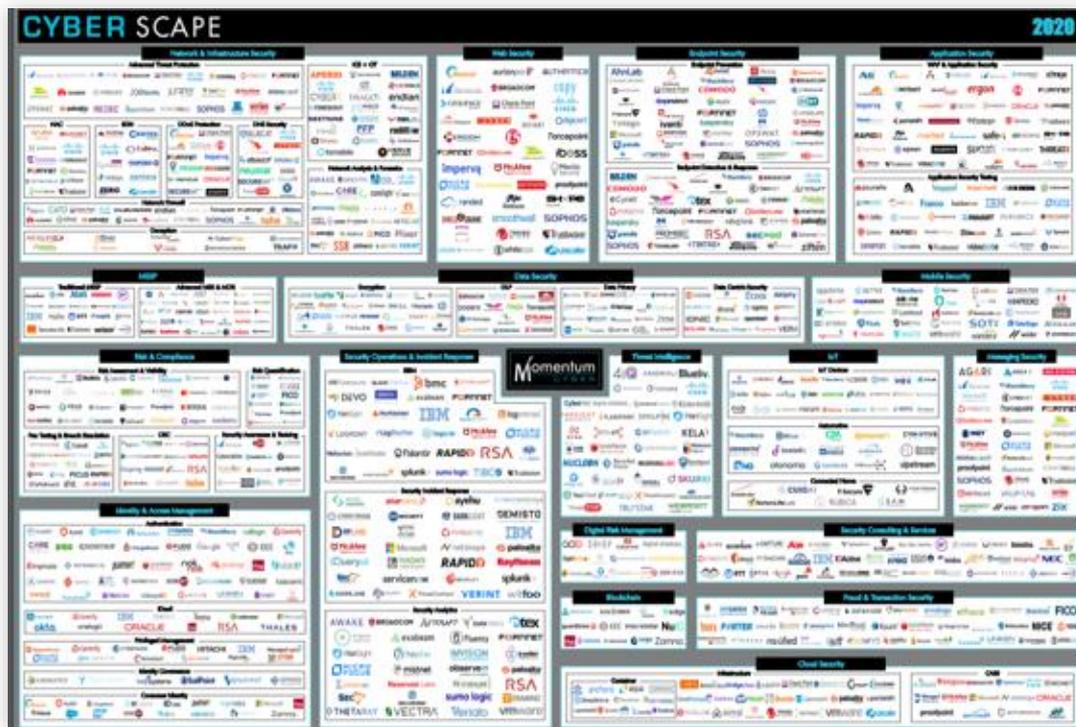
Nearly 70% of businesses were **targeted by cyberattacks** in 2020. 50% of respondents were attacked at least once a week.

Cybersecurity Ventures' predicts that there will be **3.5 million unfilled cybersecurity jobs globally by 2021**, up from one million positions in 2014.

Selecting a security vendor stack is complicated

Cybersecurity landscape – large and growing fast, over 3,000 vendors now

- 18 Top-Level Categories
- 51 Second-Level Categories



The real cost of a big vendor stack

Cybersecurity services and the number solutions that power them vary by MSP size

A big stack of vendors means a high number of:

- Contracts
- Licenses/Usage meters to track
- Training Programs and people to train
- Documentation and SOP
- Agents
- Integrations with PSA/RMM
- Vendor Escalation Points
- Failure Points
- Upgrade Points

Reported security offerings of MSPs today

| | Firm Size | | | |
|--------------------------------------|-----------|-------|--------|-------|
| | Micro | Small | Medium | Large |
| Antivirus | 77% | 56% | 51% | 53% |
| Firewall / UTM | 66% | 56% | 58% | 56% |
| Backup, DR, business continuity | 68% | 56% | 53% | 59% |
| Data loss prevention (DLP) | 66% | 50% | 55% | 59% |
| Email services (anti-phishing, etc.) | 72% | 51% | 46% | 45% |
| SIEM | 43% | 52% | 53% | 50% |
| Encryption tools | 57% | 48% | 47% | 53% |
| Ransomware protection | 49% | 46% | 36% | 50% |
| Web filtering | 49% | 46% | 39% | 48% |
| Intrusion prevention / detection | 51% | 43% | 36% | 41% |
| Identity and access management | 36% | 49% | 38% | 47% |
| Analytics / packet analysis | 40% | 40% | 43% | 48% |
| Emerging tech security (e.g. IoT) | 34% | 41% | 48% | 36% |
| Penetration testing | 43% | 44% | 36% | 42% |
| Patch management | 40% | 43% | 38% | 33% |
| Compliance audits/governance | 40% | 34% | 43% | 42% |
| Cyber-insurance | 23% | 32% | 45% | 39% |

With Acronis Cyber Protect Cloud...

Legacy Backup & Legacy Cybersecurity Solutions for Endpoints

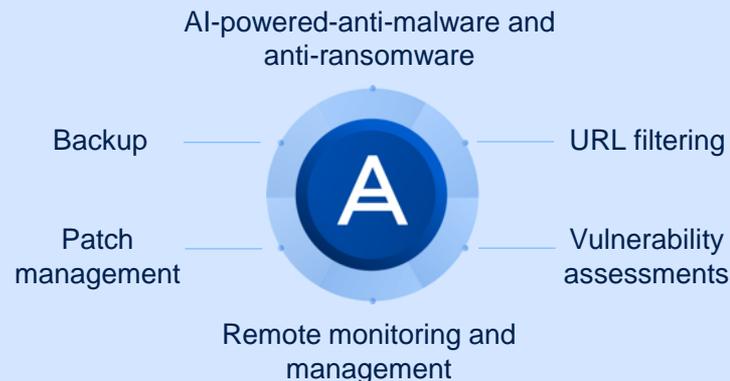
7 Solutions. 7 Agents.

| | |
|---|--|
| 1 | Non-integrated signature-based anti-virus/anti-malware |
| 2 | Non-integrated legacy behavioral anti-malware |
| 3 | Non-integrated legacy backup |
| 4 | Non-integrated remote monitoring and management (RMM) |
| 5 | Non-integrated patch management |
| 6 | Non-integrated vulnerability assessment solution |
| 7 | Non-integrated security configuration management |

AI-powered Integration of Data Protection and Cybersecurity for Service Providers

New

Acronis Cyber Protect Cloud



Fewer vendors, contracts, licensing, agents, manual updates, UIs, false positives, less training

Lower Cost • More Automation • Better Scale

One agent. One platform. One partner.

Purpose-built for MSPs

- Effectively address the NIST framework with the Swiss Army knife of Acronis that delivers SAPAS
- We can visualize for MSPs all of the agents required to deliver efficiently on the NIST framework and demonstrate the benefit of moving all their customers to Acronis Cyber Protect Cloud
 - One unified console
 - One agent
 - One invoice
 - One simple GTM covering Backup, DR, File Access, Remote Desktop, Patching, Antivirus, Antimalware – complete protection

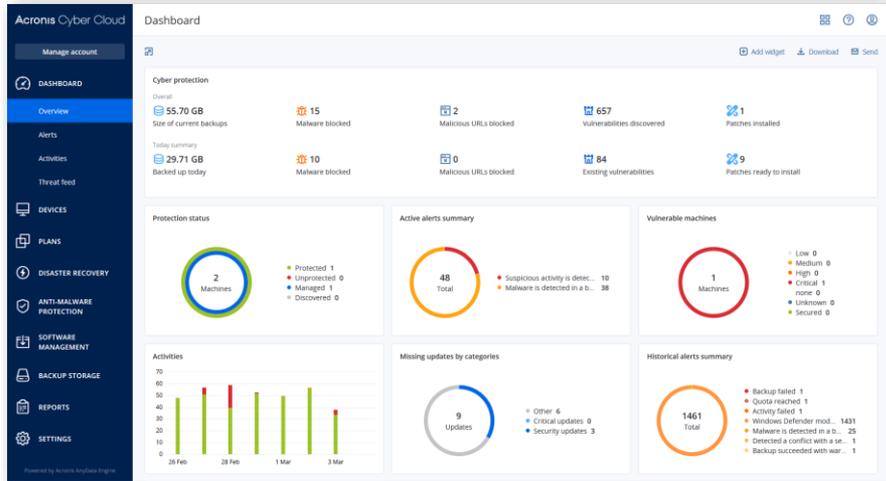
Acronis Cyber Protect Cloud

| Identify | Protect | Detect | Respond | Recover |
|-------------------------------|--|---------------------------------------|---|---------------------------------|
| Auto-discovery of new devices | Remote agent installation | Defenses against malware / ransomware | Patch management integrated with backup | Backup and Disaster Recovery |
| Vulnerability assessment | Backup and Disaster Recovery | Hard drive health control | Malware quarantine | Forensic information in backups |
| Data protection map | Unified Protection policies management | Dashboards and reports | Dashboards and reports | Remote desktop |

S · A · P · A · S

SAFETY · ACCESSIBILITY · PRIVACY · AUTHENTICITY · SECURITY

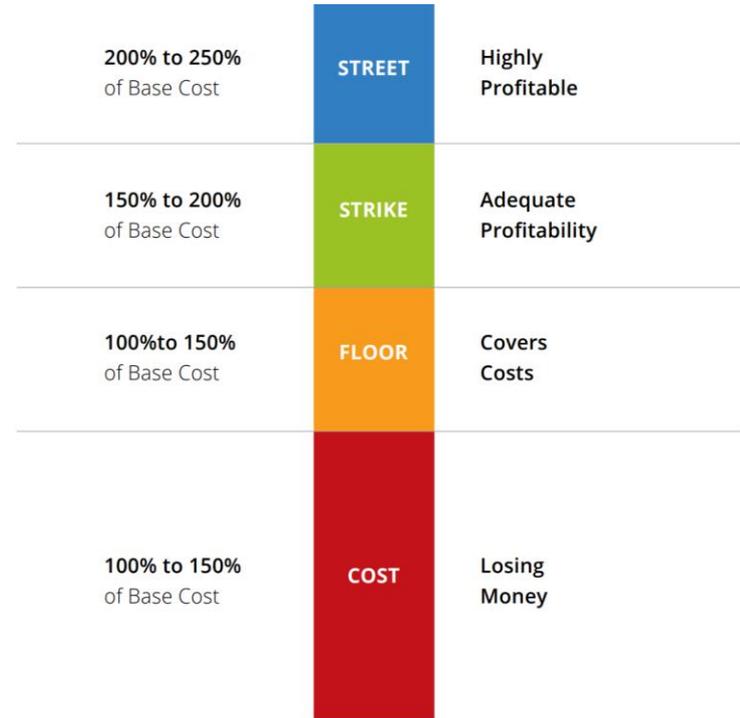
All-in-one cyber protection and management solution for SMB and Enterprise edge workloads



Strengthen backup and disaster recovery with security, management, and remote control capabilities to minimize IT management efforts and maximize systems availability.

How profitable can you be?

- Let's discuss the delivery options – where is your sweet spot as an MSP?
- Assess how to package and price in the most economic and efficient way possible – maximizing profit
 - Consolidation of vendors is part of this
 - Paying for services on top of the solution they get
- Prevent churn
- Increase credibility
- The best providers layer these managed services on top



Selling it to your customers – FUD

Demonstrate to your customers exactly how protected they are

- High scoring customers are more loved by their MSP (they are #CyberFit and should there be an incident, the MSP knows they can fix it quickly) – helping to maintain a healthy margin
- Low scoring customers are a major challenge for the MSP, but also an opportunity (upsell/ARPU)
- Make it easier for MSPs to articulate the full story to their customers – noting that many MSPs do not take on new customers if they are not willing to invest in things like backup and security software
- Security Assessment Questionnaire - differentiate themselves from competitors, be an example of thought leadership, and not rely on FUD but on a forward-looking approach
- Cyber services and security awareness



Key elements of Service Provider #CyberFit Score

Set of criteria to evaluate business with Acronis

1. Type of contract – level of commitment Partner has signed for.
2. Breadth of offering – number of Acronis services in Partner's portfolio.
3. Customer base penetration – share of end customers covered with Acronis services.
4. Total workloads penetration – share of workloads covered with Acronis services out of total amount Partner is managing.
5. Premium SKU attach rate – share of revenue coming from higher editions and new services.
6. SP Passport strength – level of details Partner has provided about his business.

Set of criteria to evaluate Partner and Acronis joint engagement

7. Co-marketing engagement – level of Partner's co-operation with Acronis on joint marketing activities.
8. Co-sales engagement – level of Partner's co-operation with Acronis on joint sales activities.
9. Training and certification – evaluation of Partner's efforts to grow its expertise.
10. Acronis online presence – visibility of partnership with Acronis.

Set of criteria to evaluate Partner and Acronis engagement

11. Tech integrations – number of API integrations deployed.
12. Leveraging Acronis Cyber Platform – number of people certified to use Acronis Cyber Platform.

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Global Cyber Summit 2020

Your Experience: Introductions

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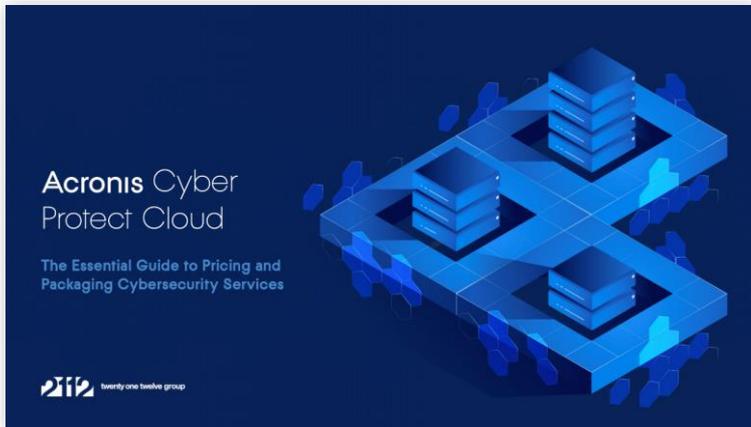
What's Next: How to Get Started

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Next steps

- Talk to us! Demos, proof of concept, training courses, professional services
- Download our [The Essential Guide to Pricing and Packaging Cybersecurity Services](#)
 - Build your model out
 - Assess your current margins



- Download our **Cybersecurity Assessment Questionnaire and 2020 [Best Practice Answer Guide](#)**:
 - Review the questions, rebrand for your team, and build your own assessment program to generate leads



Acronis resources

Partner Portal

<https://partners.acronis.com/>

White papers, case studies, etc.

www.acronis.com/resource-center/

Blog

www.acronis.com/blog/

Free trial of Acronis Cyber Cloud

www.acronis.com/business/backup/cloud/trial/#/registration

Schedule a 1-on-1 demo or consultation:

sp@acronis.com



Acronis Cyber Foundation

Building a more knowledgeable future

**CREATE, SPREAD
AND PROTECT
KNOWLEDGE WITH US!**

www.acronis.org

Building new schools • Providing educational programs • Publishing books

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