



# Acronis Cyber Protect Cloud

N-able Backup, EDR, RMM Battlecard for MSP Business and Technical Leaders (Adam and Charles)

## WINNING STATEMENTS

- Acronis gives MSPs new services opportunities where clients demand it, data, threat protection
- N-able is RMM focused, giving MSPs basic managed service capabilities, but limits them on workload and cloud storage options and exposes them to DR and threat risks
- On the most popular review sites, Acronis Cyber Backup scored higher than N-able Backup, with G2 citing functionality, roadmap, and support\*
- Acronis provides flexibility to add data and threat protection services and best-of-breed RMM and PSA
- The SolarWinds security breach impacts the reputation and revenue opportunities of MSPs who choose N-able, a SolarWinds spin-off

## QUALIFYING QUESTIONS

### MSP Business Leader:

- Acronis Cyber Protect Cloud enables higher revenue and profitability services opportunities in managed security, proactive threat protection, and advanced backup and disaster recovery. What opportunities exist with N-able?
- How will you assure your clients that the technology in the SolarWinds security breach does not affect N-able?
- What is better long-term for business, integrated data protection and cybersecurity or network monitoring, management?

### MSP Technical Leader:

- What will provide you with greater efficiency and flexibility, integrated data protection and cybersecurity or being locked into RMM, PSA, BCDR, and security?
- What are the cloud storage and workload options that you require, and how would you handle any limitations?
- What is better long-term advanced management of integrated data, threat protection or RMM visibility?

## BUYER CHALLENGES WITH N-ABLE

### MSP Business Leader:

- SolarWinds security breach impacts your firm's reputation
- Higher costs and lock-in from RMM, PSA, BCDR, and security from single vendor
- RMM architecture limits revenue and profitability from not offering advanced data and threat protection services

### MSP Technical Leader:

- Proactive threat protection, assessments, limited exploit prevention, BCDR self protection, and patch management that works
- Limited cloud storage, workload options

## OUTCOMES AND BENEFITS

- Acronis Cyber Protect Cloud's single platform enables MSPs to offer managed security and proactive threat protection
- Built for MSPs, single platform, single console, single agent reduces costs, creates profitable opportunities to sell managed security, advanced security, backup and DR
- MSPs realize greater economies of scale across accounts with integrated platform, advanced management
- Acronis Cyber Protect Cloud has comprehensive cybersecurity, workload, and cloud storage options
- Continuous Data Protection across all VM environments

## ACRONIS' WINNING USE CASES

- Integrated data, threat protection - anti-malware scans, self protection against ransomware, integrated fail-safe patching
- Comprehensive cloud storage options, software defined storage, plus full workload support, VMs, mobile, cloud applications, databases
- Near zero RPO and RTO

## ACRONIS VS. N-ABLE DIFFERENCE

Differences	Acronis	N-able
<b>Company health and vision</b>	Strong innovation and roadmap, recent funding	SolarWinds breach impacts revenues, ability to invest; Upcoming IPO and amount raised impacted
<b>Management</b>	Advanced management of integrated data and threat protection in a modern UI	RMM centric management with support for backup and EDR, multiple consoles
<b>Reputation and reviews*</b>	4.5 Acronis Cyber Cloud Backup - 661 reviews	4.4 N-able Backup - 399 reviews
<b>Value</b>	Lower overall cost from a single solution - backup + DR + security + endpoint protection management	Higher multiple solution costs and vendor lock in with RMM, BCDR, PSA, and Security

Acronis	N-able
MSP Client Management Portal	MSP Client Management Portal
PSA, RMM, IT Channel Ecosystem Platform Integrations	Limited
Image and File Based Backup	Image and File Based Backup
Disaster Recovery	Disaster Recovery
Continuous Data Protection	
Cloud and Hybrid Storage	Limited
Anti-malware, Ransomware, Cryptojacking Protection	Anti-malware, Ransomware, Cryptojacking Protection
URL Filtering	URL Filtering
Email Security	Email Security
DLP	
Hardware and Software Device Discovery and Inventory	Hardware and Software Device Discovery and Inventory
Patch Management	Limited
Vulnerability Assessments	Vulnerability Assessments
Forensic Data	Forensic Data

\*Capterra, G2, TrustRadius

## HANDLING OBJECTIONS

**Objection:** N-able provides RMM, PSA, BCDR, and security. Why Acronis?

**Response:** N-able is RMM focused, and while RMM is important, the most critical services for an MSP to future proof their business is providing data and threat protection services. Acronis Cyber Protect Cloud is the only natively integrated data protection and cybersecurity solution, purposely built for MSPs to help them more effectively sell advanced services. We also provide flexible support of best-of-breed RMM and PSA solutions.

**Objection:** N-able provides us the opportunity to work with only one vendor for all our needs, won't adding Acronis increase costs?

**Response:** There are several points to consider. First, do you want to build your business by leading with managed network services, or the future of the industry, data and threat protection? Second, working with one vendor over time, across all these solutions, introduces lock-in, which hurts revenue, reducing service opportunities and profitability, by losing control over margins. Third, Acronis Cyber Protect Cloud, as a single platform, will give you more profitable services opportunities, and greater economies of scale. Fourth, with Acronis, you have pricing flexibility, and can offer your clients new and better services when they're needed.

**Objection:** N-able has EDR and Email Security, Acronis has neither.

**Response:** Our integrated cybersecurity, included ransomware, is more advanced than N-able, and extends into backup and recovery. Acronis is supporting email security and EDR.

**Objection:** We have a long history with N-able as part of SolarWinds. What do we know about Acronis?

**Response:** First, Acronis Cyber Protect Cloud was built for the MSP with a all-in-one data protection and cybersecurity platform that lets you offer many more services. Our products are used in 150 countries, 100% of the F100, and

by 50,000 partners. From what I understand, N-able has 25,000 partners. We also support 30+ languages. N-able has filed for an IPO and is spinning out from SolarWinds, and it is also being impacted by the recent SolarWinds security breach. It remains to be seen what the impact will be moving forward.

## TOP ACRONIS ADVANTAGES: FEATURE COMPARISON

Backup Features	Acronis	N-able
All-in-one data protection and cybersecurity platform with advanced BCDR, and endpoint and ransomware security	✓	✗
Comprehensive workload support of VMs, cloud storage, cloud applications, mobile, databases	✓	✗
Open and flexible RMM, PSA, and cloud storage option support, including free software-defined-storage	✓	✗
Integrated into recovery and fail-safe patch management	✓	✗
Near zero RPO and RTO	✓	✗

## COMPETITIVE SALES TOOLS AVAILABLE

- [Full feature comparison](#)
- [Case Studies: Mindspout Migrates from SolarWinds to Acronis Cyber Backup Cloud](#)
- [Case Studies: Blueberry Switches to Acronis Cyber Backup Cloud from SolarWinds](#)

