



Acronis Cyber Protect Cloud

Intercept X Advanced 2.0.20 (with EDR/XDR/MTR) Battlecard for MSP Business and Technical Leaders (Adam and Charles)

WINNING STATEMENTS

- Complete, all-in-one data protection and cybersecurity in a single platform vs. need to integrate cybersecurity, BCDR
- Purpose built for the MSP as a single platform, single console, single agent that provides clients stronger business resilience with less complexity at lower cost
- Cybersecurity alone does not reduce disruption risks. Integrated protection does – image, file-based, CDP backup and recovery, malware backup scans, patch management
- Acronis Cyber Protect Cloud's integrated platform lets MSPs offer more services, e.g. managed security, proactive threat protection, advanced data protection, forensics

QUALIFYING QUESTIONS

MSP Business Leader:

- Cybersecurity alone does not prevent business disruption, loss, liability. How will you fill gaps in data protection and patch management?
- How could profitability be improved selling more services at lower cost with integrated data, threat protection?
- What are the hidden costs, across your client base of point security and data protection solutions?

MSP Technical Leader:

- How would a single platform, single console, and single agent reduce data protection and cybersecurity complexity?
- How does supporting multiple data protection and cybersecurity solutions add to hiring and training costs?
- How do advanced data protection and cybersecurity services like vulnerability assessments, patch management, anti-malware scans of backup, safe patching and safe recovery reduce client disruption risk?

BUYER CHALLENGES WITH SOPHOS

MSP Business Leader:

- Selling additional services limited without integrated backup, recovery
- Hidden costs of advanced cybersecurity services (Advanced/EDR/XDR)
- Hidden costs of two infrastructures BCDR and cybersecurity

MSP Technical Leader:

- Greater risks with more attack surfaces – no proactive protection, CDP, assessments, patch management
- Multiple BCDR/ Cybersecurity consoles, agents, people add risks, costs

OUTCOMES AND BENEFITS

- Acronis Cyber Protect Cloud's all-in-one data protection and cybersecurity platform enables MSPs to give clients the business resilience they need
- Deployed across an MSP's clients, Acronis Cyber Protect Cloud creates economies of scale for MSPs by reducing costs of managing separate BCDR and cybersecurity solutions
- Acronis Cyber Protect Cloud provides MSPs with more opportunities to offer advanced data protection and managed security services over a single point cybersecurity solution

ACRONIS' WINNING USE CASES

- Proactive data protection and cybersecurity in a single platform, including vulnerability assessments, patch management, forensics
- Comprehensive and automated image, file-based, CDP backup, recovery, working together with cybersecurity to create safe backups, safe recovery
- Centralized patching of Windows and 220+ applications

ACRONIS VS. SOPHOS DIFFERENCE

Differences	Acronis	Sophos
Company health and vision	Strong innovation and roadmap; recent funding	Acquisition by PE firm Thoma Bravo uncertainty on strategy, innovation, roadmap
Business continuity risk	Near Zero RTO and RPO	RTO and RPO dependent on integration with BCDR vendor
Third Party Reviews*	Acronis Cyber Protect Cloud scored 4.7/5, 161 reviews	Sophos Intercept X scored 4.3/5, 147 reviews
Value	Better value – a single solution with single license, backup +recovery + security, pay-as-you-go	High price plus hidden costs supporting additional backup/ recovery solutions, additional license for email security

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



* G2, March 25, 2021

HANDLING OBJECTIONS

Objection: Sophos is a proven cybersecurity solution, and Acronis is known for backup and recovery.

Response: Acronis Cyber Protect Cloud has scored in the top 3 of independent security tests, including NioGuard, where our solution was recognized as the only provider to have 80% or more self-protection performance. All others were below 20%. Our ransomware technology is VB100 certified with a 100% detection rate and zero false positives. Acronis is a member of AMTSO, VirusTotal, Microsoft Virus Initiative, ICISA Labs, and multiple other organizations. But tests and certifications are only one criteria to evaluate protection. Acronis additionally invested in integrated, proactive cybersecurity for backup and data recovery to stay ahead of vulnerabilities and ensure patches before threats occur. Acronis' investments in these areas, and its single platform and agent architecture creates a more hardened cybersecurity environment.

Objection: Are you suggesting that I replace Sophos?

Response: With Acronis Cyber Protect Cloud add the missing data protection functionality you don't have today - image-based backup, CDP, and disaster recovery; you can keep your existing security solution. In cybersecurity, Acronis has issued 12 patents, and filed 53 patent applications.

Objection: Deploying a new platform adds to my technology, training, and people costs when I am satisfied with Sophos and my backup and recovery solutions.

Response: Actually, you will experience cost savings once Acronis Cyber Protect Cloud is deployed. Sophos, as a point solution, creates hidden costs - additional backup and recovery solutions, multiple consoles and agents, and people costs that get multiplied across accounts. With data protection a growing consideration, the need for proactive threat protection involving vulnerability assessments and centralized patch management requires that MSPs have a solution.

Objection: Sophos has a more comprehensive security solution, promoting its layered security model, involving endpoints, DNS, email security, XDR, and MDR.

Response: While Sophos does offer DNS protection, it is not a comprehensive solution at the most critical juncture, the data level. Sophos vulnerability exists through the lack of proactive integrated data protection and cybersecurity and its impact on backup and recovery. Acronis provides MI-based cybersecurity, including ransomware, plus email security, EDR, all from a single console with a single agent, plus MDR. Acronis has also invested in its Cyber Protection Operations Center; includes a smart protection plan that automatically adjusts protection; advanced forensics, including in backup; and proactive threat hunting.

TOP ACRONIS ADVANTAGES: FEATURE COMPARISON

Backup Features	Acronis	Sophos
Complete and integrated data protection, cybersecurity platform	✓	✗
Comprehensive backup, recovery solution including file, image, CDP-based backup	✓	✗
Proactive threat protection - vulnerability assessments, integrated antivirus, patch management into recovery, virus, malware scans in the cloud, smart protection plans	✓	✗
Centralized patching of 220+ applications	✓	✗
Near Zero RPO, RTO	✓	✗

COMPETITIVE SALES TOOLS AVAILABLE

- [Full Feature Comparison](#)
- [Datacenter for MSPs and SMBs Migrates to Acronis Cyber Protect Cloud](#)

