

Acronis Cyber Protect Cloud

Datto SIRIS, SaaS Protection, Cloud Continuity Battlecard for MSP Business and Technical Leaders (Adam and Charles)

WINNING STATEMENTS

- Acronis Cyber Protect Cloud integrates data, threat protection for MSPs, and their clients. Datto promotes cyber resiliency to MSPs with limited cybersecurity
- Acronis Cyber Protect Cloud protects MSP margins with a highly cost effective, all-in-one data protection and cybersecurity platform vs. Datto's high cost, mostly appliance-based, endpoint, server and VM, and SMB solutions
- While Datto locks in the MSP with program, RMM, PSA, and Sales solutions, it cuts into margins with high BCDR prices and options that limit selling more services
- Datto recently acquired emerging cybersecurity provider BitDam, with no announced integration plan, and few independent tests or reviews available
- Acronis' partnership with Scale Computing for its Business Resilience System (BRS) enables MSPs to extend Cyber Protect Cloud's all-in-one data protection and cybersecurity to hybrid cloud environments, including local storage

QUALIFYING QUESTIONS

MSP Business Leader:

- Where is Datto making you less price competitive and eating into your margins? How will you control it?
- Datto will offer BCDR with BitDam, RMM, PSA, and Datto Commerce. How will you avoid being tied to one vendor, losing price and margin flexibility?
- How will you gain economies of scale across accounts when Datto pushes multiple solutions?

MSP Technical Leader:

- What efficiencies can you gain from MI-based, all-in-one data protection and cybersecurity?
- How will you fill the gap of Datto's limited workload support and cloud storage options?
- Gartner Peer Insights recently rated Acronis' support higher than Datto's. Have you looked into Datto's support?

BUYER CHALLENGES WITH DATTO

MSP Business Leader:

- MSP programs, solutions at high price points. Low margins cut into additional services
- Limited cybersecurity protection introduces MSP to reputational loss, liability
- Adoption of Datto's MSP solutions, including RMM, PSA, Commerce creates lock in

MSP Technical Leader:

- Limited cybersecurity – no proactive protection, assessments, patch management
- Multiple solutions and agents, with limited workload support, for endpoints, servers, VM, SaaS, SMB, impacts economies of scale across accounts

OUTCOMES AND BENEFITS

- Acronis Cyber Protect Cloud protects the MSP, and their clients, with all-in-one data protection and cybersecurity
- Unlike Datto, which locks in MSPs, Acronis Cyber Protect Cloud is open and flexible, giving MSPs more ways to maximize revenue and profits by offering additional services, and choice of RMM, PSA, and storage options
- While Datto's security stack is limited to ransomware detection, Acronis Cyber Protect Cloud delivers MI-based, proactive all-in-one data protection and cybersecurity to MSPs throughout the full cycle of prevention, detection, response, recovery, and forensics

ACRONIS' WINNING USE CASES

- MI-based, proactive data protection and cybersecurity in a single platform, configured, to a client's needs
- Open and flexible workload support and cloud storage
- Zero-day ransomware and malware protection
- Fast, post malware attack recovery
- Centralized patching of Windows and 220+ applications

ACRONIS VS. DATTO DIFFERENCE

Differences	Acronis	Datto
Company health and vision	Strong innovation, singular roadmap on data and cyber protection; recent funding	Recent IPO requires management to bottom line; roadmap spread thin – BCDR, BitDam, RMM, PSA
Business continuity risk	Proactive data, threat protection; near zero RTO and RPO	Limited cybersecurity protection – ransomware detection, 2FA
Reputation and reviews	4.5 Acronis Cyber Backup Cloud – 363 reviews	4.3 Datto SIRIS – 146 reviews*
Value	Better value – a single solution, backup + DR + security, flexible pricing Acronis outcores Datto on pricing, support in Gartner Peer Insight reviews	Hidden costs – high cost of appliances and large data set backups, multiple solutions across accounts, third-party cybersecurity

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

*Capterra, G2, Trust Radius

HANDLING OBJECTIONS

Objection: Datto was built for MSPs with proven solutions and services, why consider Acronis?

Response: Acronis Cyber Protect Cloud provides the MI-based, all-in-one data protection and cybersecurity platform MSPs need to ensure their client’s business continuity. Unlike Datto, our cybersecurity is not limited to ransomware detection, but is proactive ransomware and malware detection and protection, integrated with our backup and recovery solutions. You can sell managed security services and proactive threat protection. Acronis Cyber Protect Cloud is also built for MSPs with pay-as-you go pricing, API integrations for popular RMM, PSA, and billing solutions, and the capability to white label or become a reseller.

Objection: Datto provides a lot of value with solutions and services that include RMM, PSA, and Sales. Where’s Acronis’ value?

Response: Datto provides a lot of solutions to the MSP, but adoption of their appliance-based BCDR solutions, RMM, PSA, Commerce, and BitDam eventually lock MSPs into a single vendor and gives you less pricing and margin control. Our value is in a all-in-one data protection and cybersecurity platform that combined with flexible pricing, and many data and security services options, gives you many more opportunities to offer additional services. We also let you choose your hardware and your MSP business solutions so you can control costs.

Objection: Datto is investing heavily in cybersecurity, and is promising MSPs the threat protection we need.

Response: Datto is talking about and investing in Cyber Resiliency. It provides very limited detection, mainly ransomware, and support for 2FA. This is not cybersecurity. There is no integrated malware and ransomware detection and protection in their architecture. This leaves the MSP vulnerable to client business disruption leading to reputational loss and liability. While Datto recently acquired BitDam, there is no timetable or

announced architecture for an integrated solution. BitDam is also not independently recognized for cybersecurity performance.

Objection: Our focus is primarily on BCDR and Datto is a leader for MSPs, recently going public.

Response: Acronis is the leader in BCDR, with more device, application, and cloud support in a single platform, plus integrated cybersecurity. While your focus may be on BCDR today, managed security services will become critical for MSPs to offer their clients. Acronis has consistently scored higher than Datto among MSPs according to Gartner, G2, Capterra, and TrustRadius.

TOP ACRONIS ADVANTAGES: FEATURE COMPARISON

Backup Features	Acronis	Datto
MI-based data protection and cybersecurity platform	✓	✗
Open and flexible workload, cloud, RMM, PSA, and storage support	✓	✗
Proactive threat protection - vulnerability assessments, integrated antivirus, patch management into recovery, malware scans in the cloud, ransomware protection, smart protection plans	✓	✗
Centralized patching of Windows and 220+ applications	✓	✗
Near zero RPO and RTO	✓	✗

COMPETITIVE SALES TOOLS AVAILABLE

- [Full feature comparison](#)
- [Case studies: Business Tech Pros Migrates to Acronis](#)

