



# Acronis Cyber Protect Cloud

Webroot Endpoint Protection, DNS MSP Solution 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. cybersecurity with file backup only
- Cybersecurity alone does not reduce disruption risks. Integrated protection does – image, file-based, CDP backup and recovery, malware backup scans, patch management
- In a recent AV-Test.org, Acronis Cyber Protect Cloud surpassed Webroot SecureAnywhere in all test categories, particularly detection - 99% to 89%. Acronis also had 7 times less false detections than Webroot
- Acronis Cyber Protect Cloud's all-in-one platform provides MSPs more opportunities to sell services, e.g. managed security, proactive threat protection, forensics
- Webroot's 2 mergers in 2 years with Carbonite and OpenText create innovation, support uncertainty

## QUALIFYING QUESTIONS

### MSP Business Leader:

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

### MSP Technical Leader:

- Webroot's lack of participation in third-party testing may be problematic for your organization in a cyber breach forensic investigation.
- Light security endpoints ensure performance, but what happens to threat protection if there is a cloud outage?
- To what extent does file only data protection slow the restore process and make it harder to conduct a cyber breach forensic investigation?

## BUYER CHALLENGES WITH WEBROOT

### MSP Business Leader:

- ARPU limited without integrated backup, recovery
- Poor cybersecurity performance causes reputational loss, liability
- Hidden costs of point solutions - additional backup, recovery, people to manage

### MSP Technical Leader:

- Greater risks – no proactive protection, CDP, assessments, patch management
- Multiple consoles, agents, people add risks, costs

## OUTCOMES AND BENEFITS

- Acronis Cyber Protect Cloud's single solution enables MSPs to give clients comprehensive data and threat protection
- Deployed across multiple clients, Acronis Cyber Protect Cloud creates economies of scale for MSPs by reducing costs of managing point solutions
- Acronis Cyber Protect Cloud provides MSPs more cross-sell, upsell data protection and managed security opportunities over a single point cybersecurity solution

## ACRONIS' WINNING USE CASES

- Proactive data protection and cybersecurity in a single platform, including vulnerability assessments and patch management
- Comprehensive and automated image, file-based, CDP backup, recovery, and security processes
- Centralized patching of Windows and 220+ applications

## ACRONIS VS. WEBROOT DIFFERENCE

Differences	Acronis	Webroot
Company health and vision	Strong innovation and roadmap; recent funding	Two mergers in two years with Carbonite and OpenText
Business continuity risk	Near zero RTO and RPO	Zero RTO and RPO unattainable with file level recovery
Independent security tests	Highly rated in independent tests. Rated much higher than Webroot in latest AV-Test.org test	Low independent test ratings
Value	Better value - a single solution, backup + DR + security, flexible pricing	Hidden costs supporting additional backup, recovery solutions, vulnerability assessments, patch management, and complexity of consoles, agents, and people

Acronis	Webroot
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	Limited
Disaster Recovery	Limited
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	
Patch Management	
Vulnerability Assessments	
Forensic Data	

## HANDLING OBJECTIONS

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

**Response:** In a recent AV-Test.org, Acronis Cyber Protect Cloud surpassed Webroot SecureAnywhere in all test categories, particularly detection - 99% to 89%. Acronis also had 7 times less false detections than Webroot. But tests 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.

**Objection:** Are you suggesting that I replace Webroot (or my existing cybersecurity solution)?

**Response:** With Acronis Cyber Protect Cloud add the missing data protection functionality you don't have today - image-based backup, CDP, and disaster recovery; 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 Webroot and my backup and recovery solutions.

**Response:** Actually, you will experience cost savings once Acronis Cyber Protect Cloud is deployed. Webroot, 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:** Webroot has a more comprehensive security solution, promoting its layered security model, involving endpoints, DNS, email security, and Security Awareness Training.

**Response:** While Webroot does offer DNS protection, it is not a comprehensive solution at the most critical juncture, the data level. Webroot vulnerability exists through file-based backup, the lack of proactive data and threat protection, and threat intelligence residing in the cloud. Email security is available. Acronis has also invested in its Cyber Protection Operation Center, and we also provide Security Awareness Training.

## TOP ACRONIS ADVANTAGES: FEATURE COMPARISON

Backup Features	Acronis	Webroot
All-in-one data protection and 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 Windows and 220+ applications	✓	✗
Near zero RPO and RTO	✓	✗

### COMPETITIVE SALES TOOLS AVAILABLE

- [Full feature comparison](#)

