

Acronis Cyber Protect Cloud

Trend Micro Worry-free Services (EDR, XDR, Co-managed XDR) 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, back up, recovery
- Cybersecurity alone does not reduce disruption risks. Integrated protection does – image, file-based, Continuous Data Protection (CDP), malware backup scans, automatic, fast file recovery after attack, AV updates of OS images before recovery
- Purpose built for MSPs as a single platform, single console, single agent that provides stronger business resilience with less complexity, lower cost
- Acronis Cyber Protect Cloud lets MSPs offer more recurring revenue services, e.g. managed security, proactive threat protection, advanced data protection

QUALIFYING QUESTIONS

MSP Business Leader:

- Cybersecurity alone does not prevent business disruption, loss, liability. How do you address gaps in data protection and recovery, especially after attacks?
- Would you like to improve profitability by 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 anti-malware scans of backup, safe patching and safe recovery reduce client disruption risk?

BUYER CHALLENGES WITH TREND MICRO

MSP Business Leader

- Selling additional services limited without integrated backup, recovery
- Hidden costs of two infrastructures backup, recovery and cybersecurity
- Inability to realize economies of scale by supporting multiple backup, recovery, cybersecurity solutions

MSP Technical Leader:

- Greater risks with more attack surfaces when backup, recovery not integrated with cybersecurity
- Multiple backup, recovery, 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 multiple clients, Acronis Cyber Protect Cloud creates economies of scale for MSPs by reducing costs of managing separate backup, recovery, cybersecurity solutions
- Acronis Cyber Protect Cloud provides MSPs with more opportunities to offer advanced data protection and managed security services, while supporting a single platform

ACRONIS' WINNING USE CASES

- Proactive data protection and cybersecurity in a single platform, including safe backup, safe patching, safe recovery
- Comprehensive and automated image, file-based, CDP backup, recovery, working together with cybersecurity to create safe backups, safe recovery
- Centralized patching of Windows and 250+ applications

ACRONIS VS. TREND MICRO DIFFERENCE

| | Acronis | Trend Micro |
|----------------------------------|--|---|
| Company health and vision | Strong innovation and roadmap; recent funding | Publicly traded cybersecurity company with an emphasis on enterprise customers |
| 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. Rated 8.8/10 for Endpoint Security | No meaningful reviews available on G2 for Worry-free products. Apex One rated 7.1/10 for Endpoint Security |
| Value | Better value - a single solution with single license, backup +recovery + security; broad, deep support of applications, data, workloads, endpoints | Raised prices significantly on XDR in 2021, plus hidden costs supporting additional backup/recovery solutions |

| Acronis | Trend Micro |
|--|--|
| SP Client Management Portal | SP Client Management Portal |
| PSA, RMM, IT Channel Ecosystem Platform Integrations | PSA, RMM, IT Channel Ecosystem Platform Integrations |
| Image, File Based Backup | |
| Disaster Recovery | |
| Continuous Data Protection | |
| Cloud and Hybrid Storage | |
| Anti-malware, Ransomware, Cryptojacking Protection | Anti-Malware, Ransomware, Cryptojacking Protection |
| EDR - Q4, 2021 | EDR, XDR |
| 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 | Patch Management |
| Vulnerability Assessments | Vulnerability Assessments |
| Forensics | Forensics |

* G2, March 25, 2021 for user reviews. Info-Tech, August, 2021 ratings for Endpoint Security.

HANDLING OBJECTIONS

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

Response: While Trend Micro has proven EDR, XDR, and email security protection, its need for integration with backup and recovery solutions creates more attack surfaces. Acronis has 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. Our ransomware technology is ICSA Labs and VB100 certified. In tests with VB100 and AV Test, we scored 100% detection rates and zero false positives. Acronis is a member of AMTSO, VirusTotal, Microsoft Virus Initiative, ICSA Labs, and multiple other organizations. Acronis Cyber Protect Cloud was also rated higher than Trend Micro for Endpoint Protection, 8.8 versus 7.1, by Info-Tech.

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, but you will lose the advantage of a more hardened environment along with safe backup, safe patching, and safe recovery.

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


Response: Actually, you will experience cost savings once Acronis Cyber Protect Cloud is deployed. Trend Micro, as a point solution, creates hidden costs - additional backup and recovery solutions, multiple consoles and agents, and people costs that get multiplied across accounts.

Objection: Trend Micro has a more comprehensive security solution, involving EDR, email security, XDR, and MDR.

Response: While Trend Micro does offer EDR and XDR, it is not a comprehensive solution at the most critical juncture, the data level. Trend Micro 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 helps adjust protection; and advanced forensics, including in backup.

TOP ACRONIS ADVANTAGES: FEATURE COMPARISON

| Backup Features | Acronis | Trend Micro |
|--|---------|-------------|
| 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 250+ applications | ✓ | ✗ |
| Near zero RPO, RTO | ✓ | ✗ |



COMPETITIVE SALES TOOLS AVAILABLE

- [Full feature comparison](#)