

# Acronis Cyber Protect

Veeam Availability Suite Battlecard



## Winning Statements

- Acronis Cyber Protect, single platform, single console, single agent, provides the MI-based, all-in-one data protection, cybersecurity, and endpoint protection management you need to ensure business resilience
- Unlike Veeam, Acronis Cyber Protect provides active and proactive anti-malware, ransomware, cryptojacking protection, including all endpoints. Veeam ransomware protection is limited to immutable backup only using AWS, S3, and Linux.
- Built-in, MI-based proactive threat protection - vulnerability assessments, patch management, smart protection plans, data protection map, forensics
- Acronis Cyber Protect provides Continuous Data Protection (CDP), while Veeam is limited to VMware ESXi only

## Qualifying Questions

- Will Acronis Cyber Protect's all-in-one data protection, cybersecurity, and endpoint protection management address the gaps and vulnerabilities that Veeam Availability Suite exposes with its limited data protection and ransomware support of immutable backup?
- Have you compared the complete cloud, workload, and endpoint support of Acronis Cyber Protect for your business vs. Veeam Availability Suite? Will your needs be future proofed with Veeam?
- Will a simple single console, single agent, single platform provide your organization with the time and visibility it needs to create a more resilient business continuity strategy?
- Acronis has an advanced data protection and cybersecurity path with Acronis Cyber Protect. What would be your plan once you outgrow Veeam Availability Suite?

## Buyer Challenges with Veeam

- No migration path to advanced data protection, cybersecurity, and endpoint protection management with Veeam Availability Suite
- Limited workload, cloud, and endpoint support options with Veeam Availability Suite
- Lack of active and proactive ransomware protection introduces vulnerabilities to business data
- For more secure protection from ransomware, Veeam Availability Suite requires a 3rd party solution, and the lack of data protection integration introduces vulnerabilities

## Outcomes and Benefits

- Acronis Cyber Protect provides an all-in-one data protection, cybersecurity, and endpoint protection management solution with more support of workloads, cloud storage options, and endpoints
- Acronis Cyber Protect support of CDP, instant safe recovery, malware scans of backup, gives businesses a greater degree of business continuity
- Single platform, single console, single agent reduces costs and complexity, enabling businesses to focus on ensuring business continuity rather than infrastructure maintenance

## Acronis' Winning Use Cases

- Simplified deployment through a single solution, agent
- Comprehensive active, proactive threat protection
- Centralized patching for Windows and 250+ applications
- Public, private, hybrid cloud storage options
- Comprehensive workload support

## Acronis vs. Veeam Difference

Differences	Acronis	Veeam
<b>Company health and vision</b>	Strong innovation and roadmap, recent funding	Acquisition by Insight Partners for \$5B, uncertainty of roadmap and future investment
<b>User interface</b>	Modern, user-friendly	Legacy and complicated
<b>Reputation and reviews*</b>	4.9 Acronis Cyber Protect	4.6 Veeam Backup and Replication
<b>Value</b>	Lower overall cost from a single solution – backup + security + DR + endpoint protection management	Higher overall cost; multiple solutions, agents, plus cybersecurity adds to costs

\*Latest G2 Reviews

Acronis	Veeam
Image and File Based Backup	Image and File Based Backup
Disaster Recovery	Disaster Recovery
Cloud and Hybrid Storage	Limited (Public and Local Storage only)
Ransomware Protection	Ransomware (Immutable Backup only)
Vulnerability Assessments	
Continuous Data Protection	Continuous Data Protection (VMWare only)
Integrated, Anti-malware, Ransomware, Endpoint Protection Management, and Cryptojacking Protection	
URL Filtering	
Email Security	
Hardware and Software Device Discovery and Inventory	Hardware and Software Device Discovery and Inventory
Automated Patch Management	
Forensic Data	

### Handling Objections

**Objection: Veeam is the leader in the Gartner Magic Quadrant for Backup and Recovery Solutions.** Why Acronis?

**Response:** Veeam doesn't provide the business resilience benefits that businesses need today. Integrated data and proactive threat protection across endpoints is a must with remote work and a constantly evolving threat landscape. Veeam's limited ransomware protection exposes a client's business. A single data protection, cybersecurity, and endpoint protection management solution reduces vulnerabilities and attack surfaces across the business.

**Objection: We already have invested in Veeam, and now V11a is available** with ransomware protection and CDP. Why move to Acronis?

**Response:** V11a provided limited enhancements in CDP and ransomware, but nothing significantly new for anti-malware protection. As a result, there are no third-party tests for Veeam ransomware. Acronis Cyber Protect provides integrated, proactive anti-malware and ransomware protection that will not be available from Veeam in the foreseeable future. Our anti-ransomware technology is VB100-certified, and we are active members of AMTSO, VirusTotal, Microsoft Virus Initiative, ICSA Labs, and multiple other cybersecurity organizations.

**Objection: Veeam's products work and give businesses everything they need.**


**Response:** I suggest you look at it in two ways. First, Veeam is putting a ceiling on the degree of business resilience you can ensure by not integrating cybersecurity into backup and recovery, plus having complete ransomware and endpoint protection. Second, they are adding significant costs over time with multiple solutions, agents, a legacy console, and the need to manage additional cybersecurity solutions, panels, billing systems, and marketplace providers.

**Objection: Veeam is much larger than Acronis,** and their products are used in the largest businesses.

**Response:** Acronis Cyber Protect with its single, integrated data protection and cybersecurity solution offers you a much greater degree of resilience to ensure business continuity. Acronis Cyber Protect also has advanced editions available in data protection and cybersecurity for businesses. Our products are used in more than 150 countries, 100% of the F100, and by more than 50,000 partners. We also support 26 languages.

### Top Acronis Advantages: Feature Comparison

Backup Features	Acronis	Veeam
Single solution, integrated data protection, cybersecurity, and endpoint protection management	✓	✗
ML-based active and proactive anti-malware, ransomware, cryptojacking endpoint protection, including mobile	✓	✗
Modern, unified user interface	✓	✗
Integrated threat protection in backup and recovery, continuous data protection, instant safe recovery	✓	✗
Extensive workload, storage options, and endpoint support for businesses	✓	✗



**Competitive Sales Tools Available**

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