

Expera IT chooses **Acronis** as backup and disaster recovery partner for superior support, flexibility and sales growth

Calgary-based MSP improves service delivery, profitability and customer trust with Acronis Cyber Protect Cloud and #TeamUp partnership.



Expera Information Technology, a national Canadian MSP based in Calgary, AB, transitioned to Acronis to gain a more responsive partner, greater pricing flexibility and stronger brand visibility. CEO Vince Fung cites Acronis' hands-on support, robust training resources and the credibility boost from the Calgary Flames #TeamUp Program as transformative for the business.

THE SOLUTION

Acronis Cyber Protect Cloud for backup, Microsoft 365 protection and email security — backed by seamless onboarding and responsive support.

THE IMPACT

- Improved profitability: Flexible licensing and data retention pricing improved margins over their previous solution.
- Boosted efficiency: Migration was simple, even with massive data loads and tight deadlines.
- Enhanced sales performance: Co-branded promotions and trust-building events helped close deals faster.
- Empowered staff: Sales and tech teams now confidently position Acronis solutions.

KEY CHALLENGES:

- Lacked flexibility with monthly usage fluctuations due to three-year contract terms.
- Responsiveness of support and availability of expertise was inconsistent.
- Increased risk of disruption when migrating a decade of backup data.
- Needed better tools for sales enablement and market differentiation.

KEY REQUIREMENTS:

- Scalable, cost-effective Microsoft 365 and endpoint backup solutions.
- Dedicated migration support and 24/7 troubleshooting.
- Easy-to-follow training programs for both technical and sales staff.
- Co-marketing opportunities to build brand trust and drive growth.



“We switched to Acronis for the support, the pricing flexibility and the partnership. The #TeamUp Program with the Calgary Flames builds trust with clients — it helps us win deals and stay sticky.”

Vince Fung, Founder and CEO, Expera IT