

Business Tech Pros Migrates from Datto to **Acronis** to Support Strategic Vision

Texas-based managed service provider reduced costs by 66% with Acronis Cyber Backup Cloud and Acronis Cyber Infrastructure

BACKGROUND

Business Tech Pros (BTP) is a managed IT services provider based in Texas that specializes in serving small medical clinics and dental offices. The average client has 10 PCs and one server. The company currently supports 25 offices, which are running Windows Servers from 2003 to 2019 and Windows PCs from Windows 7 to Windows 10. BTP also manages some MAC and Linux clients as well and protects over 50 TB of data. The company was previously using a mix of ShadowProtect and Datto to provide backup solutions to customers.

THE CHALLENGE: FINDING THE RIGHT SOLUTION

According to Alan Basinger, Manager Member, "We appreciated the Datto model as far as their plan but did not like the execution or cost. The promises of the appliances we had deployed did not live up to the hype in the real world. We experience considerable challenges in getting recoveries to work correctly and the VMs would crash and have to be restarted. Having to contact tech support for every recovery or VM instance was not conducive to speedy recovery or spinning up a VM from backup."

Because of these technical and operational challenges, BTP made the decision to choose a single backup vendor, choosing between Acronis, Solarwinds, Buffalo, and Barracuda.

The company needed a vendor that would align with their strategic vision: "to create a similar appliance model with cheap, off-the-shelf hardware that was affordable to end customers and MSPs whose margins are constantly being squeezed in a commodity space like backup."

KEY CHALLENGES

- Existing Datto solution was technically unstable
- Locked into a three-year contract

KEY REQUIREMENTS

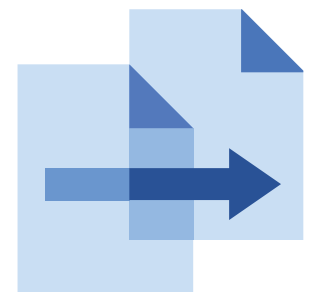
- Reliable technology
- Virtual machine management

PROTECTED RESOURCES

- 25 medical offices
- 50 TB of business critical data

KEY BENEFITS

- Cost savings
- Stable, reliable technology
- Increased market opportunity



THE SOLUTION: ACRONIS CYBER BACKUP CLOUD AND ACRONIS CYBER INFRASTRUCTURE

BTP created an appliance that ran on low cost hardware and developed installation scripts and automation so they could deploy backup quickly and easily. However, what they needed was flexibility around backup targets, the right management portal, and robust virtual machine management. Ultimately they chose to work with Acronis Cyber Backup Cloud and Acronis Cyber Infrastructure to achieve this.

With support for more than 20 virtual, physical, and cloud platforms, as well as a hybrid of on-premises and cloud backup capabilities, BTP determined that Acronis Cyber Backup Cloud was their ideal solution. Cyber protection features such as built-in AI-based anti-ransomware and cryptojacking blocking technology, called Acronis Active Protection, made the decision even easier.

With a multi-tenant architecture that unites virtualization, software-defined network, block, file, and object storage and a proprietary protocol that reduces bandwidth use when replicating and transmitting backup data to a target location — Acronis Cyber Backup Cloud and Acronis Cyber Infrastructure was a good fit for BTP's appliance. Although Acronis Cyber Infrastructure is designed to operate within a data center environment, BTP was able to use the solution to manage the three virtual environments found in its appliance. In this setup, one virtual machine hosts Acronis Cyber Infrastructure which points to Google Cloud Storage, one virtual machine is for local backup storage, and one virtual machine is dedicated for rescue backup.

THE BENEFITS: INCREASED REVENUES AND COST SAVINGS

Once BTP made the decision to work with Acronis, it

took them about a week to create and test the appliance. From there, it took several weeks to deploy into the field and set up beta customers. The BTP appliance is currently deployed to 25 medical clients, plus a large food distribution company.

Moreover, BTP was able to see a savings on recurring costs from day one after migrating away from Datto. Basinger explains, "we realized a 66% savings over Datto without a 36 month term. Additionally, we now provide more features and functionality than we had before and have direct access into the box and OS so we are able to solve customer issues without having to call Datto support every single time." He continues, "because we had the cost of the

new hardware and the technicians' time as upfront costs, we expect to be in the black in six months." Additionally, BTP has seen a 10% increase in new customers all from word of mouth.

Looking ahead, BTP is beta testing other Acronis services including Acronis Cyber Protect Cloud. Ultimately, Basinger summarizes, "with Acronis, we can rest assured we are providing our customers with best in breed next generation solutions in imaging, backup, disaster recovery, and cyber protection."

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**Alan Basinger,
Manager Member**

ABOUT ACRONIS

Acronis leads the world in [cyber protection](#) — solving safety, accessibility, privacy, authenticity, and security (SAPAS) challenges with innovative [backup](#), [security](#), [disaster recovery](#), and [enterprise file sync and share solutions](#) that run [in hybrid cloud environments](#): on-premises, in the cloud, or at the edge. Enhanced by [AI technologies](#) and [blockchain-based authentication](#), Acronis protects all data, in any environment, including physical, virtual, cloud, mobile workloads, and applications.

With dual headquarters in Switzerland and Singapore, Acronis is a global organization that is trusted by 100% of Fortune 1000 companies. Learn more at [acronis.com](https://www.acronis.com)