The Ultimate Acronis Backup Sales Guide

Essential strategies to grow your business

Welcome to the Acronis Backup Sales Guide!

As a valued partner already delivering Microsoft 365 solutions, you understand the critical importance of data protection and reliability for your customers. In today's regulatory environment, having robust backup solutions is not just good practice—it's a government requirement. Organisations are mandated to implement comprehensive data backup strategies to comply with legal standards and avoid significant fines.

Your end-users rely on you as the trusted expert for all things Cloud. Safeguarding their data is essential to maintaining that trust and protecting their businesses from potential compliance breaches. Microsoft does not provide backup services for Microsoft 365 E3 or E5 plans, leaving the responsibility firmly on partners like you to ensure data integrity and availability.

Engaging in this conversation with your end-users is crucial for two key reasons:

Revenue Growth: By offering Acronis Backup, you can unlock additional revenue streams and ensure you're not leaving money on the table.

Reputation Management: Failing to provide reliable backup solutions can damage both your reputation and that of your clients. Ensuring robust data protection reinforces trust and positions you as a comprehensive Cloud solutions provider.

This guide is designed to help you seamlessly integrate Acronis Backup into your offerings, enhancing your value proposition, ensuring compliance for your clients, and driving your business forward.

The Value of Bundling Acronis Backup with M365

Comprehensive Data Protection

While M365 provides robust productivity tools, integrating Acronis Backup ensures that your customers' data is securely backed up and easily recoverable. This combination addresses both productivity and data security, offering a complete solution that mitigates risks associated with data loss, ransomware, and other cyber threats.

Competitive Advantage

Bundling Acronis Backup with M365 differentiates your offerings from competitors. It positions you as a provider of comprehensive IT solutions, fostering long-term customer loyalty, all while increasing your margins.

Aligning with Customer Needs

Most customers back up their data for at least 365 days. By offering Acronis Backup, you meet this essential requirement, ensuring peace of mind and compliance with data retention policies, such as essential 8.

Deep Dive into Acronis Backup

Key Features and Benefits

Data Security
Protects against data loss, ransomware, and other cyber threats.

Managed Detection and Response (MDR)
Offers better support, faster response times, and personalised service.

Data Loss Prevention
Ensures critical data is safeguarded against accidental deletion or malicious attacks.

Flexible Backup Options
On-Premises, On-Site, and On-Cloud backups to suit various business needs.

Compliance
On-PremAdheres to Essential 8 security strategies, ensuring robust protection against common cyber threats.ises, On-Site, and On-Cloud backups to suit various business needs.

Integration with M365

Acronis Backup seamlessly integrates with M365, enabling automated backups of emails, documents, and other critical data stored in M365 applications, **all for unlimited storage for no extra costs.** This integration simplifies the backup process, ensuring data integrity and availability without disrupting existing workflows.
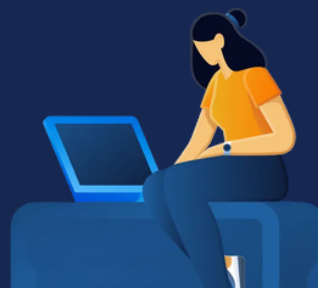
Identifying and Addressing Customer Pain Points

Understanding and addressing your end-users' pain points is crucial for effectively positioning Acronis Backup as an indispensable addition to their M365 environment. Below, we explore each common pain point in detail, supported by Australian industry statistics, illustrating how Acronis Backup can resolve these challenges and add significant value to your clients' operations.
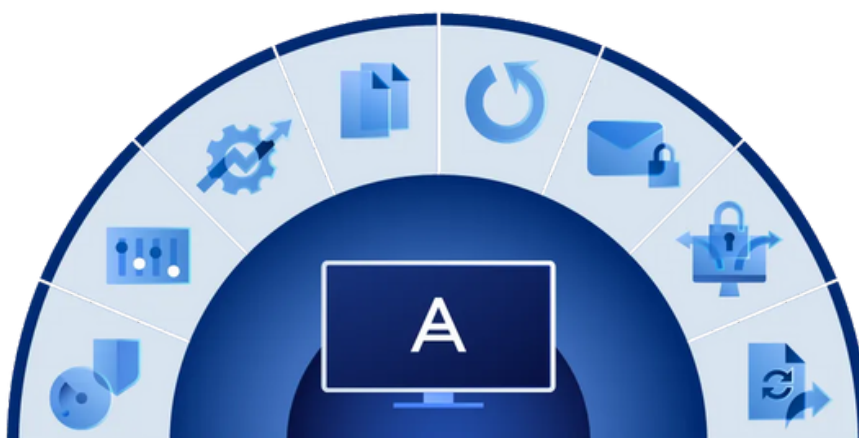
Compliance with Industry-Specific Regulations

Understanding the Pain Point

Understanding and addressing your end-users' pain points is crucial for effectively positioning Acronis Backup as an indispensable addition to their M365 environment. Below, we explore each common pain point in detail, supported by Australian industry statistics, illustrating how Acronis Backup can resolve these challenges and add significant value to your clients' operations.

Regulatory Requirements

✓ **Essential Eight:** The Australian Cyber Security Centre (ACSC) recommends the Essential Eight as a baseline for cyber security measures to mitigate the risk of cyber threats. These strategies include application whitelisting, patching applications, configuring Microsoft Office macro settings, user application hardening, restricting administrative privileges, patching operating systems, multi-factor authentication, and daily backups.

✓ **Other Regulations:** Depending on the industry, businesses must comply with additional regulations such as the **Privacy Act 1988, Health Records Act 2001 (Victoria)**, **Payment Card Industry Data Security Standard (PCI DSS),** and sector-specific standards like **ASIC's Regulatory Guides** for financial services.

Compliance Challenges

✓ **Complexity of Requirements:** Navigating the diverse and evolving regulatory landscape can be daunting, particularly for SMEs with limited expertise.

✓ **Risk of Non-Compliance:** Failure to comply with regulations can result in hefty fines, legal consequences, and reputational damage. For instance, the **Office of the Australian Information Commissioner (OAIC)** reported that in 2023, **data breaches** increased by **25%** compared to 2022.

✓ **Resource Constraints:** Implementing and maintaining compliant systems require significant time, financial investment, and specialised knowledge, which can strain the resources of smaller businesses.

Australian Statistics Illustrating the Pain Point

Regulatory Fines and Data Breaches

In 2023, the **OAIC** reported that Australian businesses faced fines totaling over **AUD 5 million** for non-compliance with data protection regulations.

A survey by **CSIRO's Data61** revealed that **60% of Australian SMEs** find maintaining compliance with data protection laws challenging due to limited resources and expertise.

Essential Eight Adoption

According to the **ACSC 2023 Report, only 35% of Australian organisations** have fully implemented the Essential Eight strategies, leaving the majority vulnerable to cyber threats. That leaves 65% for you to tap into.

Cost of Non-Compliance

The **Australian Business Number (ABN)** reports indicate that non-compliance can lead to up to **AUD 200,000** in fines for severe breaches, alongside indirect costs such as loss of business and reputational damage.

Addressing the Pain Point with Acronis Backup

Acronis Backup offers robust features designed to help Australian businesses achieve and maintain compliance with industry-specific regulations, particularly aligning with the Essential Eight framework.

Built-In Compliance Features:

- **Data Encryption:** Acronis Backup encrypts data both in transit and at rest, ensuring compliance with data protection laws like the **Privacy Act 1988 and GDPR.**
- **Automated Retention Policies:** Configure backup schedules and retention periods to align with regulatory requirements effortlessly, ensuring data is retained for mandatory periods without manual intervention.
- **Comprehensive Audit Trails:** Detailed logs and reports provide transparency and accountability, facilitating smooth compliance audits and demonstrating adherence to standards.
- **Multi-Factor Authentication (MFA):** Enhances security by requiring multiple forms of verification, aligning with the Essential Eight's MFA recommendation to restrict administrative privileges.

Built-In Compliance Features:

- **Pre-Configured Templates:** Utilise industry-specific compliance templates within Acronis Backup to streamline setup and ensure all regulatory requirements are met without extensive configuration.
- **Regular Updates:** Acronis continuously updates its compliance features to align with evolving regulations, reducing the burden on your clients to stay current with legal changes.
- **Essential Eight Alignment:** Acronis Backup supports multiple Essential Eight strategies, such as daily backups, data recovery, and application whitelisting, ensuring comprehensive compliance coverage.
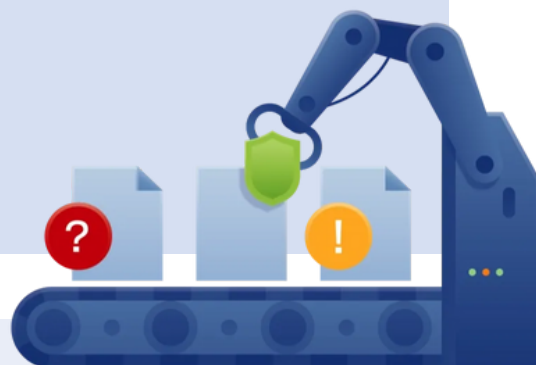
Data Loss and Downtime Risk

Understanding the Pain Point

Data loss and downtime present significant threats to businesses, especially in Australia where the **Australian Cyber Security Centre (ACSC) 2024 Cyber Threat Report** highlighted a **32% increase in ransomware attacks** from 2 years ago, totalling over **1,100 incidents last year.**

Data Loss Risks:

- **Accidental Deletion:** Employees may inadvertently delete critical files or emails, leading to operational setbacks. In Australian SMEs, **approximately 15%** report accidental data deletions annually, disrupting daily operations.

- **Hardware Failures:** Unexpected server or storage device failures can result in substantial data loss. According to a **2023 survey by Australian IT Association (AITA), 20%** of Australian businesses experience hardware failures each year, causing significant data recovery challenges.

- **Cyberattacks:** With a surge in ransomware and malware attacks, businesses face heightened risks of data being encrypted or destroyed, disrupting operations. The **Australian Cyber Security Centre (ACSC) 2023 Cyber Threat Report** noted a **40% increase in ransomware attacks** over the past year, totalling over **1,200 incidents.**

Downtime Consequences:

- **Operational Disruption:** Essential business functions can come to a halt, severely affecting productivity. For instance, **30%** of Australian businesses report that IT downtime directly impacts their ability to serve customers effectively.

- **Financial Losses:** According to a **Frost & Sullivan** study, the average cost of IT downtime for Australian businesses is approximately **AUD 10,000 per hour,** with small to medium-sized enterprises (SMEs) often incurring even higher relative costs due to limited resources and reliance on continuous operations.

- **Reputation Damage:** In 2024, the **Office of the Australian Information Commissioner (OAIC)** reported a **25% increase in data breaches** affecting more than **300 individuals,** undermining customer trust and damaging reputations. This trend highlights the critical need for robust data protection measures to maintain client confidence and comply with regulatory standards.

Addressing the Pain Point with Acronis Backup

To mitigate these risks and consequences, Acronis Backup offers comprehensive solutions tailored to the needs of Australian businesses:

Comprehensive Protection:

- **Automated Backups:** Acronis Backup ensures that all M365 data—including emails, documents, and Teams conversations—are automatically backed up at regular intervals without manual intervention. This automation reduces the risk of accidental deletions and ensures data is consistently protected.

- **Ransomware Protection:** Integrated anti-ransomware capabilities detect and block malicious activities in real-time, safeguarding data integrity against the increasing threat of cyberattacks. This proactive protection is essential in a landscape where ransomware incidents are on the rise.

Rapid Recovery:

- **Instant Recovery Options:** In the event of data loss or corruption, Acronis Backup enables swift restoration of affected files, minimizing downtime and maintaining business continuity. For example, a client in the retail sector, was able to restore their encrypted sales data within hours after a ransomware attack, avoiding substantial revenue loss during the peak holiday season.

- **Granular Recovery:** Allows for the restoration of individual items (e.g., specific emails or documents) without the need to recover entire systems, saving valuable time and resources. This feature is particularly beneficial for businesses that require quick access to specific data subsets without extensive downtime.

Budget Constraints for Comprehensive Data Protection

Understanding the Pain Point

Budget constraints are a significant barrier for Australian businesses, especially small to medium-sized enterprises (SMEs), in implementing comprehensive data protection solutions. Financial limitations often force businesses to make tough choices, potentially compromising on essential data security measures. Key challenges include:

Cost of Multiple Solutions

Investing in various backup tools for different data sources can strain budgets, making it difficult for businesses to afford comprehensive protection.

Ongoing Expenses

Licensing fees, maintenance costs, and potential upgrade expenses add to the financial burden, particularly for SMEs with limited IT budgets.

ROI Concerns

Justifying the investment in comprehensive backup solutions can be challenging when budgets are tight, leading to delayed or foregone data protection initiatives.

Australian Statistics Illustrating the Pain Point

Budget Constraints

A survey by **TechTarget Australia** in 2023 revealed that **55% of Australian SMEs** cite budget limitations as the primary barrier to implementing comprehensive data protection solutions.

IT Budget Allocation

According to the **Australian Bureau of Statistics (ABS),** businesses allocate, on average, **10% of their IT budget** to data protection and backup solutions, with **40% of SMEs** spending less than this recommended percentage.

ROI Justification

CSIRO's Data61 reported that **70% of Australian businesses** struggle to demonstrate a clear ROI for their data protection investments, making it difficult to secure budget approval for comprehensive backup solutions.

Addressing the Pain Point with Acronis Backup

Acronis Backup offers cost-effective, scalable solutions that align with the budgetary constraints of Australian businesses, particularly SMEs. By providing comprehensive data protection at an affordable price point, Acronis Backup enables businesses to safeguard their data without compromising their financial stability.

Cost-Effective Pricing Models

Affordable Bundling: Leverage the special **$2 offer for M365 seats,** bundling Acronis Backup at a minimal additional cost. This makes comprehensive data protection accessible even for budget-conscious clients.

Scalable Plans: Acronis Backup offers flexible pricing tiers that scale with the client's needs, allowing businesses to start small and expand their data protection as their budget permits. This scalability ensures that clients only pay for what they need, avoiding unnecessary expenses.

Volume Discounts: Provide discounts for bulk purchases or long-term commitments, encouraging larger deployments and securing ongoing revenue streams for both the reseller/MSP and the end-user.

Maximising ROI

Prevent Costly Data Loss: Highlight the potential savings from avoiding data loss incidents, downtime, and compliance fines. Demonstrating how the investment in Acronis Backup can prevent significant financial losses underscores the value proposition.

Operational Efficiency: Streamlined backup management reduces IT overhead, freeing up resources to focus on revenue-generating activities rather than routine maintenance tasks. This efficiency translates to cost savings and improved productivity.

Long-Term Savings: Emphasize the long-term financial benefits of investing in a reliable backup solution. Preventing data breaches and minimizing downtime can save businesses tens of thousands of dollars annually.

Flexible Payment Options

Subscription-Based Pricing: Offer monthly or annual subscription plans, providing clients with the flexibility to choose payment structures that align with their financial planning. This approach lowers the initial investment barrier, making it easier for businesses to adopt comprehensive backup solutions.

Pay-As-You-Go: Acronis' pay-as-you-go model, ensures they only pay for the services they use. This flexibility is particularly attractive to SMEs with variable data protection requirements.

Effective Selling Techniques

You see the value of the offering, but the customer may not.

The pricing, selection of systems protected, recovery options, etc. can all cause a customer to become confused on what they're getting for their precious budget, eroding their confidence in your ability to properly protect their environment.

What you need is a foolproof way of selling backup that gives the customer confidence their data is protected and can be recovered—all for a reasonable cost.

So, What's the Easiest Way to Sell Backup?

Before we get into the techniques themselves, we need to cover three very important steps you need to take into consideration while you are pitching.

Step 1: Understand You're Not Selling Backup

Step 2: Don't Sell Backup – Sell Peace of Mind and Operational Security

Step 3: Define the Bundle Clearly – Service, Scope, SLA, and Pricing

Step 4. Emphasise cost savings

Step 5: Upsell to Acronis Cloud Storage

STEP 1

Understand You're Not Selling Backup

No customer cares about having duplicate copies of their data somewhere else. They don't even care how fast the data transfer rate from a cloud-based backup is during a recovery event.

What they do care about is their business staying operational and complaint with industry standards. When you think about what it is you're really selling, it should become clear it's continuity, availability, uptime, future savings, preserving their reputation and undisrupted revenue. That's what you're selling.

Focus on Continuity: Emphasise that with M365 E3/E5 and Acronis Backup, their business stays operational no matter what.

Highlight Uptime and Availability: Australian businesses face an average downtime cost of **AUD 10,000 per hour** (Frost & Sullivan). Acronis ensures minimal disruption.

Use Relevant Stats: The **ACSC 2023 Report** shows a **40% increase in ransomware attacks.** Position Acronis Backup as their shield against such threats. Small businesses are the most at risk.

STEP 2

Don't Sell Backup – Sell Peace of Mind and Operational Security

Transform the conversation from "Do you need backup?" to "How secure is your business?"

Ask Impactful Questions:
- "What would four hours of downtime cost your business?"
- "How prepared are you for a ransomware attack?"

Focus on Outcomes:
- **Peace of Mind:** Ensure continuous operations and data security.
- **Regulatory Compliance:** Meet Australian standards like the Essential Eight effortlessly with Acronis Backup.

Leverage Australian Stats:
- **Data Breaches:** The OAIC 2023 reports a **25% increase in breaches** affecting over 300 individuals.
- **Hardware Failures: 20% of Australian businesses** experience hardware failures annually (AITA 2023), risking substantial data loss.

Define the Bundle Clearly – Service, Scope, SLA, and Pricing

Make your bundled offering straightforward and value-driven.

Service Definition: Combine M365 features with Acronis Backup's automated data protection.

- **M365 E3:** Includes Office apps, email, cloud storage.
- **M365 E5:** Adds advanced security, analytics, and voice capabilities.
- **Acronis Backup:** Automated backups, ransomware protection, instant recovery.

Scope: Clearly outline what's protected (emails, documents, Teams data), how often backups occur, and the recovery speed.

SLA: Guarantee rapid recovery times to minimise downtime. For example, Acronis Backup can restore data within hours, not days.

Pricing: Offer competitive bundling.

- **Example:** Use the E3 and E5 15% off promo, as well as the Acronis Pay-as-you go calculator for this part. The calculator can be found here on our Partner Portal.
- Search 'Acronis in the search bar'
- Pick 'pay-as-you-go'
- Click the 'Download Acronis MSP Calculator' to calculate costs.

Emphasise Cost Savings

When competing against cheap backup solutions, your personal support is your biggest advantage. Ensure your customers know they'll receive superior service that others can't match.

Ask Impactful Questions:

- **Live Assistance vs. Delayed Help:** Do they want to wait days for overseas email support or call you for immediate help?
- **Local Data Restoration:** Can a cheap product restore their data locally and quickly like you can?
- **Managed Backups vs. DIY:** Do they prefer managing their own nightly backups or having a professional handle their data security? This is a great time to pitch Acronis MDR.
- **Proactive Support vs. Reactive Hassles:** Do they want to reach out every time there's an issue or have a proactive team notify them of problems?

Key Point: Personal service is your #1 differentiator. Business owners value reliable, hands-on support—highlight this consistently. Show them that with you, their data is always protected and supported without the hassle.

Remember: Support sells. Use your exceptional service to stand out and win trust.

Upsell to Acronis Cloud Storage

Maximise your clients' data protection and operational efficiency by bundling Acronis Cloud Storage with their M365 E3/E5 plans. Here's why they need it and how you can deliver exceptional value.

Why They Need Storage:

- **Scalable Capacity:** As businesses grow, so does their data. Acronis Cloud Storage scales seamlessly to meet increasing storage demands without the hassle of physical infrastructure.
- **Reliable Access:** Ensure data is accessible anytime, anywhere, reducing downtime and enhancing productivity.
- **Seamless Integration:** Easily integrates with M365 and Acronis Backup, providing a unified and robust data protection strategy.
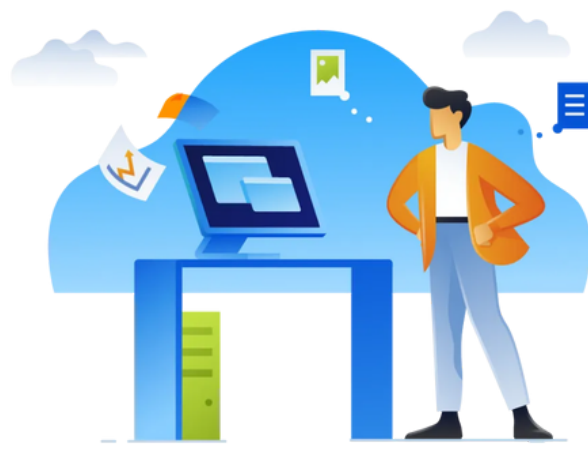
Why They Need Storage:

- **Competitive Pricing:** Acronis offers cloud storage at a fraction of the cost of other providers, with flexible pricing plans tailored to different business sizes.
- **Reduced Overheads:** Eliminate the need for on-premises storage hardware, saving on initial investments and ongoing maintenance costs.
- **Bundled Discounts:** Combine Acronis Backup with Acronis Cloud Storage to unlock additional discounts, enhancing overall value and affordability.

Acronis Cloud Storage Benefits:

- **Secure and Compliant:** Advanced encryption and compliance with Australian standards like the Essential Eight ensure data security and regulatory adherence.
- **High Performance:** Fast data transfer rates and instant access capabilities support efficient business operations.
- **24/7 Support:** Dedicated support team available around the clock to assist with any storage-related issues, providing peace of mind.

Key Point:

Investing in Acronis Cloud Storage not only enhances data protection but also offers significant cost savings and operational efficiencies. Position it as an essential component of their comprehensive data strategy.

Remember:

Storage is the backbone of effective data protection. By upselling Acronis Cloud Storage, you ensure your clients have the reliable, secure, and scalable storage they need to thrive.

Download the Resource Pack

Alongside this sales guide, you'll receive:

Email Templates
Easily set up meetings with your end-users.

PowerPoint Deck
Effectively communicate the importance of backup solutions.

Acronis Cost Calculator
Provide precise pricing during your calls.

These tools, developed by LEADER, are designed to help you close more deals efficiently. We highly recommend exploring them to maximise your sales potential.

Leverage these resources to streamline your sales process and enhance your ability to demonstrate the value of Acronis Backup.

Equip yourself with the right tools to engage clients, showcase benefits, and secure more deals effortlessly.

How do I use the Acronis Cost Calculator?

The Acronis calculator lets you see your total costs.

Workload-Based Calculation:

Determine costs per individual workload (e.g., servers, VMs).

Storage-Based Calculation:

Evaluate costs based on storage usage, excluding unlimited plans.

Note: M365 Seats and Google Workspace Seats include unlimited storage, so those workloads are excluded from storage-based cost calculations.

Steps to Use the Calculator

01 SELECT YOUR COMMITMENT

In the first section, choose your minimum commitment level (e.g., "700" units).

02 CHOOSE DATACENTER GROUP

Specify the relevant datacenter group (e.g., "G1") for your services.

03 ENTER BACKUP DATA

In the "Stand-alone capabilities" section:

- For workload-based calculation, input the number of backup workloads (servers, VMs, etc.) under the "Quantity" column.
- For storage-based calculation, input the total storage in GB or TB for non-unlimited plans.

04 REVIEW PRICING

Check the "Price per unit (monthly)" column for both workloads and storage.

The total cost will be automatically calculated under "Total cost."

05 ADJUST AS NEEDED

Experiment with different quantities or storage sizes to see how costs vary.

Example Use Case

If you're calculating backup costs for 10 Physical servers and 500 GB of storage:

- Input "50" in the "Quantity" column for servers.
- Input "500 GB" in the "Quantity" column for storage.
- The calculator will display the total monthly cost based on your input.

Get All the Tools You Need to Close the Deal

To complement this sales guide, we've created additional resources to help you pitch and close deals with your clients efficiently. These include:
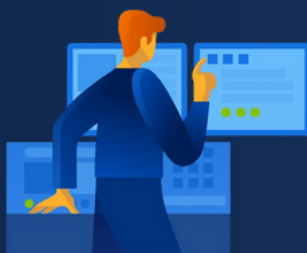
Ready-to-Use Pitch Deck

A professional presentation you can use immediately to showcase the value to your clients.

Email Templates

Streamlined templates to help you set up meetings and engage with potential customers.

Cost Calculator

Calculate costs accurately before quoting customers.

Download the Complete Resource Pack Here