Acronis

SURVEY

2020 MSP Cybersecurity Readiness Survey Results:

Future Plans and Biggest Obstacles Addressed by Acronis Cyber Protect Cloud

An Omdia Research Study for Acronis

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Survey Methodology

Acronis commissioned market research firm Omdia (formerly Ovum), to conduct a primary research study of managed service providers (MSPs).

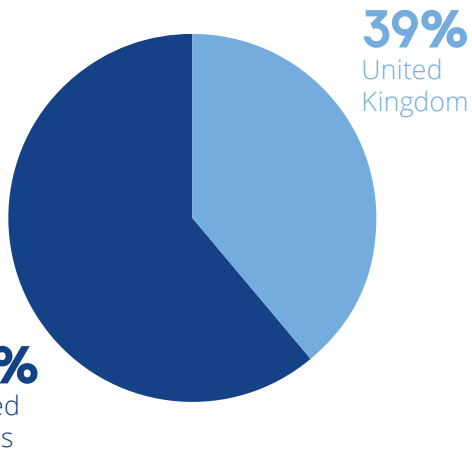
We wanted to understand MSPs' current and future capabilities around backup and security and, more importantly, what were the business, organizational, and technical challenges that made it hard for MSPs to execute on their plans.

Omdia conducted the survey and collected responses from 263 MSPs in the U.S. and U.K., with the majority coming from the U.S.

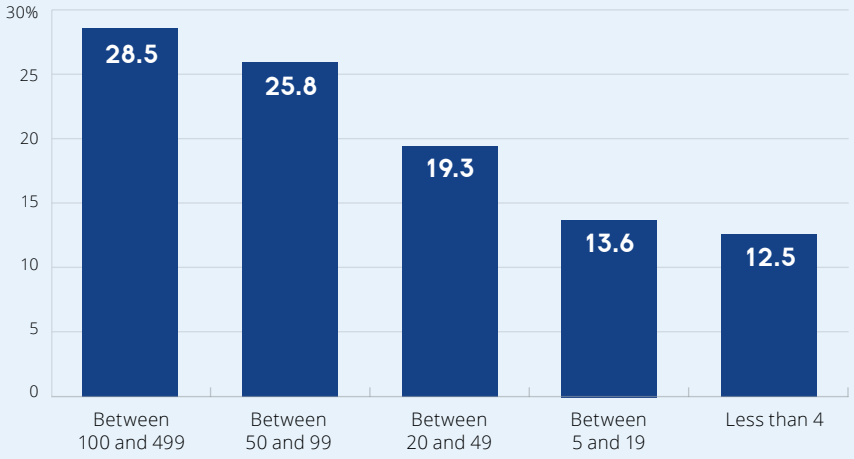
It is important to mention that to be included in the survey, MSPs were not using open source technologies and they had to either currently deliver or plan to deliver backup and security services.

The survey got a healthy variance when it came to MSP sizes and market focus. Here was the breakout of the 263 MSPs:

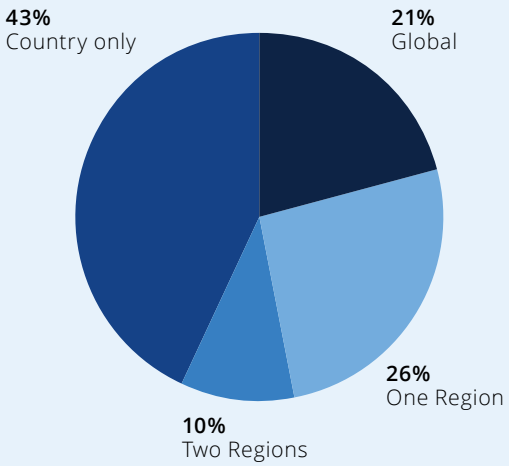
SURVEY RESPONSES



MSP SIZE VARIATION (# OF EMPLOYEES)



MSP MARKET PRESENCE VARIATION



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Overview

The purpose of the survey was to examine the current and planned offerings that MSPs have for backup/recovery as well as cybersecurity, and to better understand the business, organizational, and technical obstacles they face when executing those plans.

Some of things we wanted to verify, which were borne out in the data, included the fact most MSPs rely on a patchwork of legacy backup and security solutions. For example, MSPs often have different solutions for backup, anti-malware, configuration management, patch automation, remote desktop, and so on.

This complexity gets expensive for MSPs to operate and complicates their licensing, pricing, deployments, testing, training, support workflows, and vendor contracting.

Ultimately, we wanted to understand how Acronis Cyber Protect Cloud could address the key market needs and opportunities identified in the survey. This white paper highlights the most relevant findings and maps them onto the solutions delivered by Acronis Cyber Protect Cloud.

To download the complete report from Omdia, click DOWNLOAD

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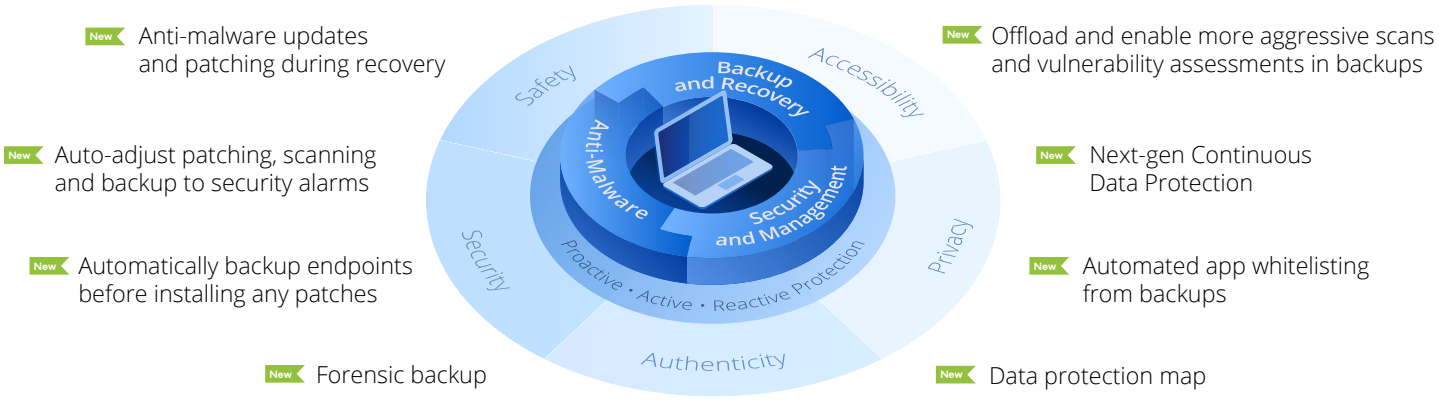
Intro to Acronis Cyber Protect Cloud

Let's start with an overview of Acronis Cyber Protect Cloud so we understand the big picture before exploring how the market research findings are relevant.

Acronis Cyber Protect Cloud is the single service provider solution that combines backup, anti-malware and anti-virus, security and management capabilities such as vulnerability assessments, patch management, URL filtering, and more. MSPs are able to eliminate complexity and make security the center point of their offerings while improving SLAs, decreasing churn, and generating more recurring revenue while keeping costs contained.

Acronis Cyber Protect Cloud

AI-Powered Integration of Data Protection and Cybersecurity



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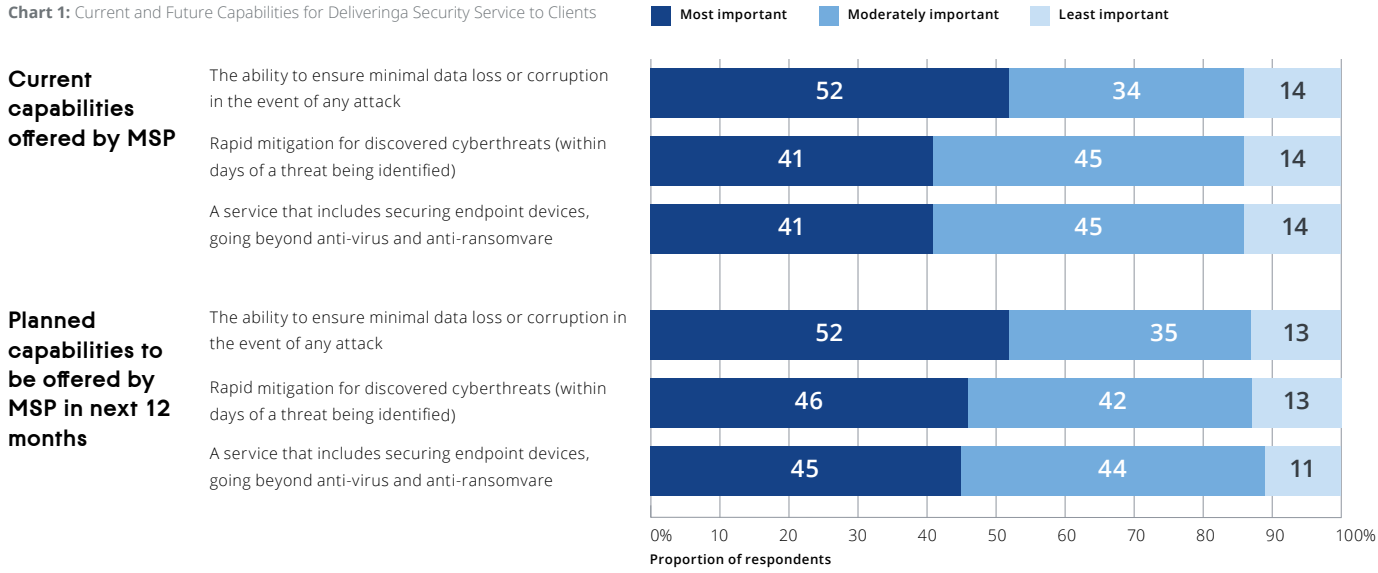
Research Findings – Current and Planned Security Capabilities

In understanding what capabilities managed security services MSPs currently offer or plan to offer in the next 12 months, it was no surprise that minimizing data loss and rapid mitigation were consistently the most commonly given answers.

What are the current ambitions/capabilities of your organization in terms of delivering a security service to your customers?

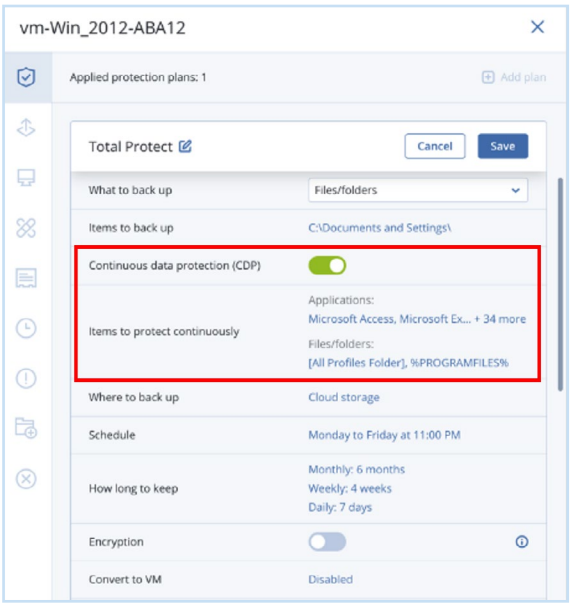
Chart 1: Current and Future Capabilities for Deliveringa Security Service to Clients



HOW ACRONIS CYBER PROTECT CLOUD RELATES:

Protecting data from loss has been Acronis' mission for nearly two decades. Acronis Cyber Protect Cloud takes this even further with the integration of a full-stack anti-virus solution that can scan backups, vulnerability assessment capabilities with patch management, and our award-winning AI-powered anti-ransomware and anti-malware.

One new feature to highlight when it comes to keeping data from being lost is Continuous Data Protection. This new capability protects client data even between backups by defining the list of critical apps that users work with most often on every device. Acronis' agent monitors every change made in the listed applications and backs up changes immediately – creating a zero recovery point objective (RPO). In case of a malware infection, the client can restore without losing data.



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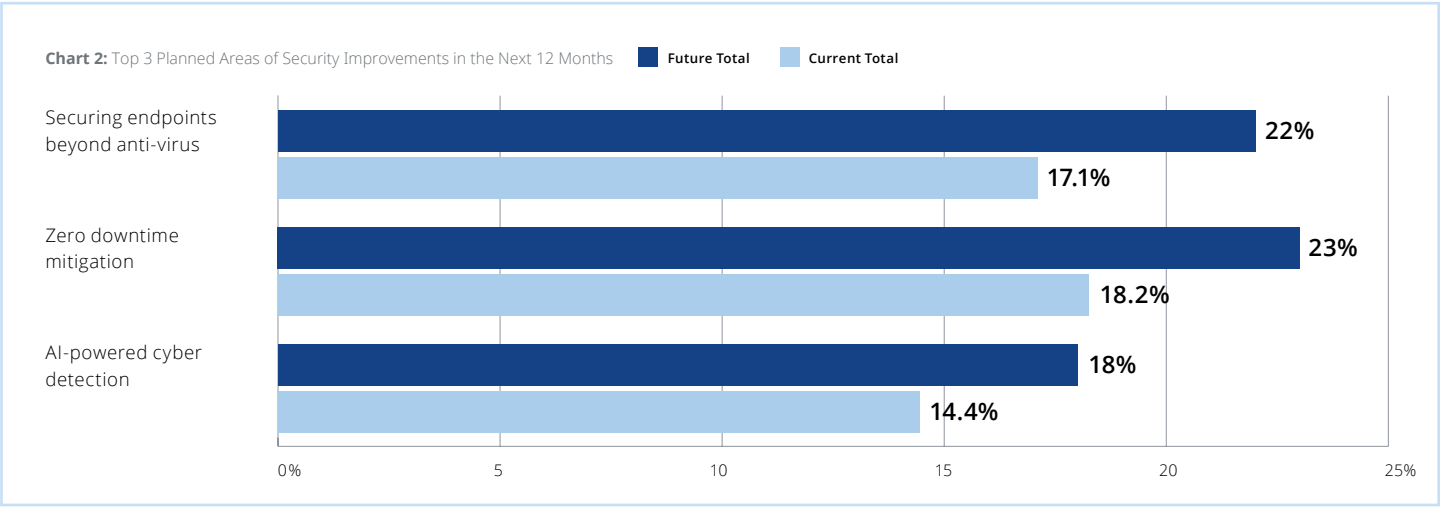
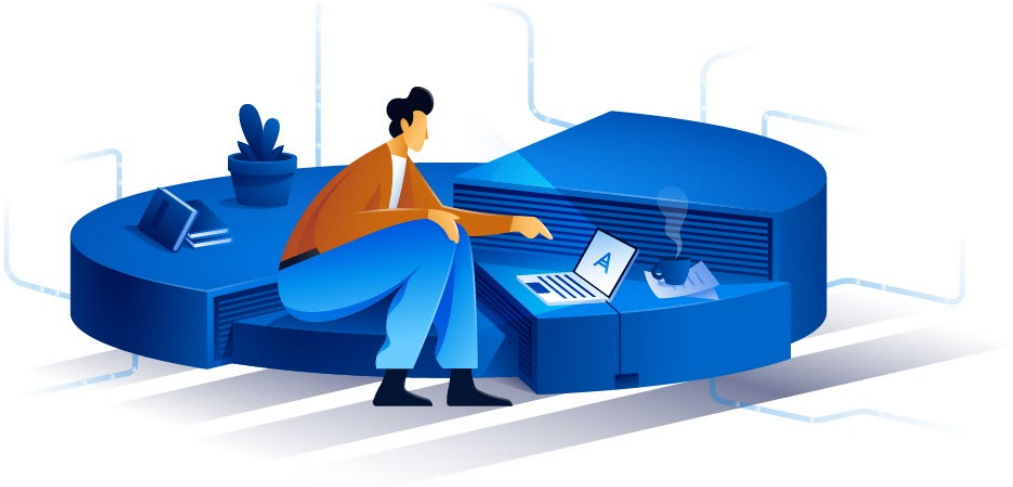
Turning to the most important areas of improvement, Chart 2 shows us the functionality that MSPs plan to invest in their portfolios during the next 12 months.



HOW ACRONIS CYBER PROTECT CLOUD RELATES:

Each of the three functional areas that MSPs plan to add to their portfolio can be addressed directly with a single solution – Acronis Cyber Protect Cloud.

- **Securing edge and endpoint devices** – Acronis provides one of the most powerful combinations of endpoint protection technologies available on the market, including anti-virus, anti-ransomware, anti-cryptojacking, patch management, URL filtering, and hard drive failure prediction.
- **Zero downtime mitigation** – Acronis Cyber Protect Cloud also helps MSPs prevent the unplanned downtime associated with cyberattacks. Building on the Continuous Data Protection features noted above, it combines fast disaster recovery tools with automated detection of and recovery from ransomware attacks. Integrated vulnerability assessment and patch management capabilities identify and close known cybersecurity vulnerabilities, and can be applied automatically to vulnerable or infected backups to make them safe to use – ensuring fast, reliable resumption of operations.
- **AI-powered cyber detection** – Core to the product's value proposition, Acronis Cyber Protect Cloud's AI-powered technology proactively looks for viruses, ransomware and other malware while other parts of the AI are predicting hard drive and solid-state drive failures.



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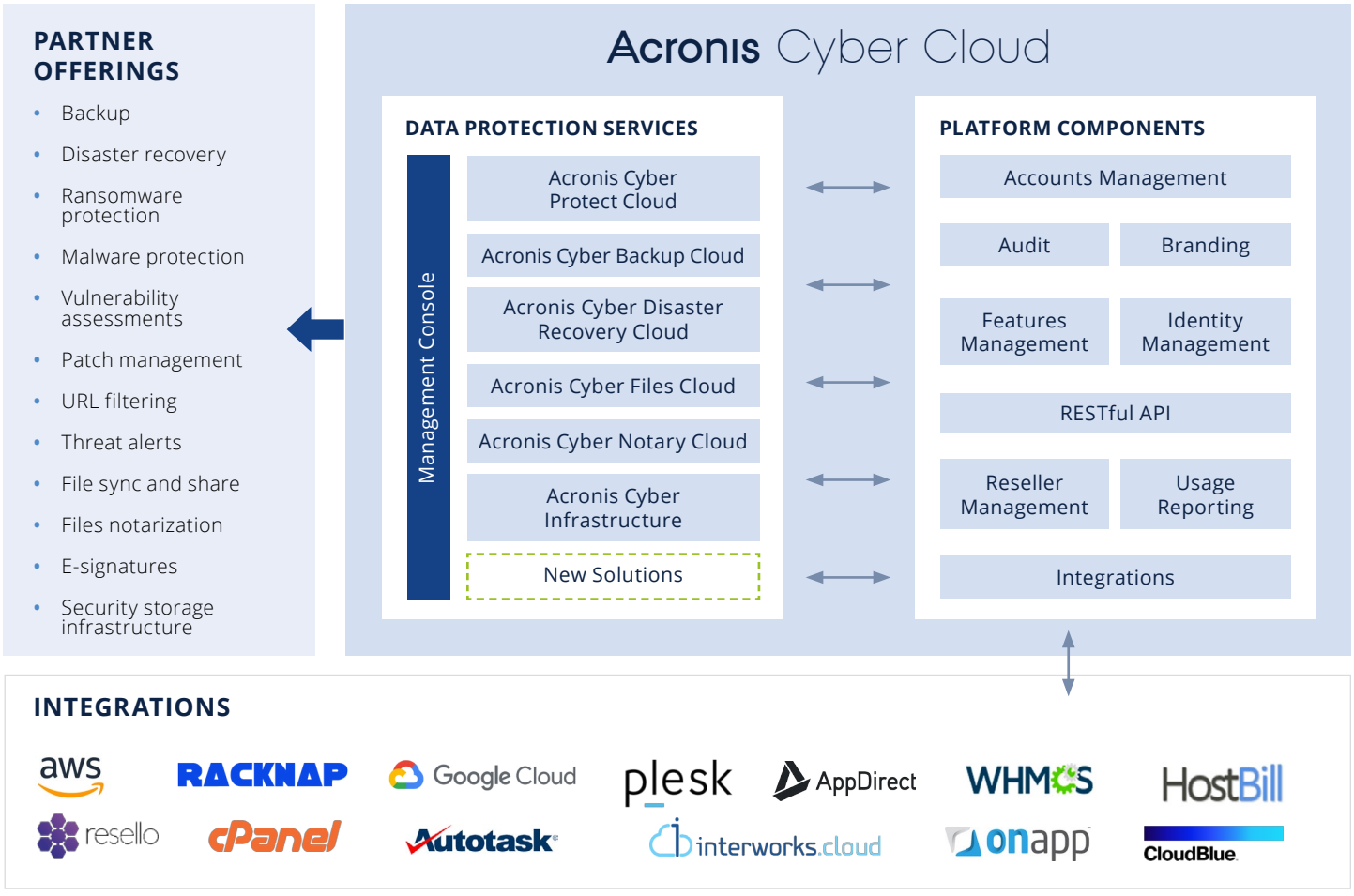
Research Findings – Current and Planned Backup/Recovery Offerings

In terms of current and planned backup and recovery offerings, **the most important answer was automating the backup process.** Of those surveyed, 89% said it was very or moderately important. Automation and integration is central to the entire Acronis Cyber Cloud value proposition.

Acronis Cyber Cloud is a platform that enables service providers to deliver cyber protection in an easy, efficient and secure way. With one solution, MSPs and their clients gain access to backup, disaster recovery, AI-based anti-ransomware and anti-cryptojacking, security and management tools, file sync and share, and blockchain-based file notarization and e-signature services, all managed from a single console and with a single agent.

As the newest part of the Acronis Cyber Cloud platform, Acronis Cyber Protect Cloud extends these automation capabilities even further with such features as anti-malware/anti-virus scans integrated with backup, as illustrated below.



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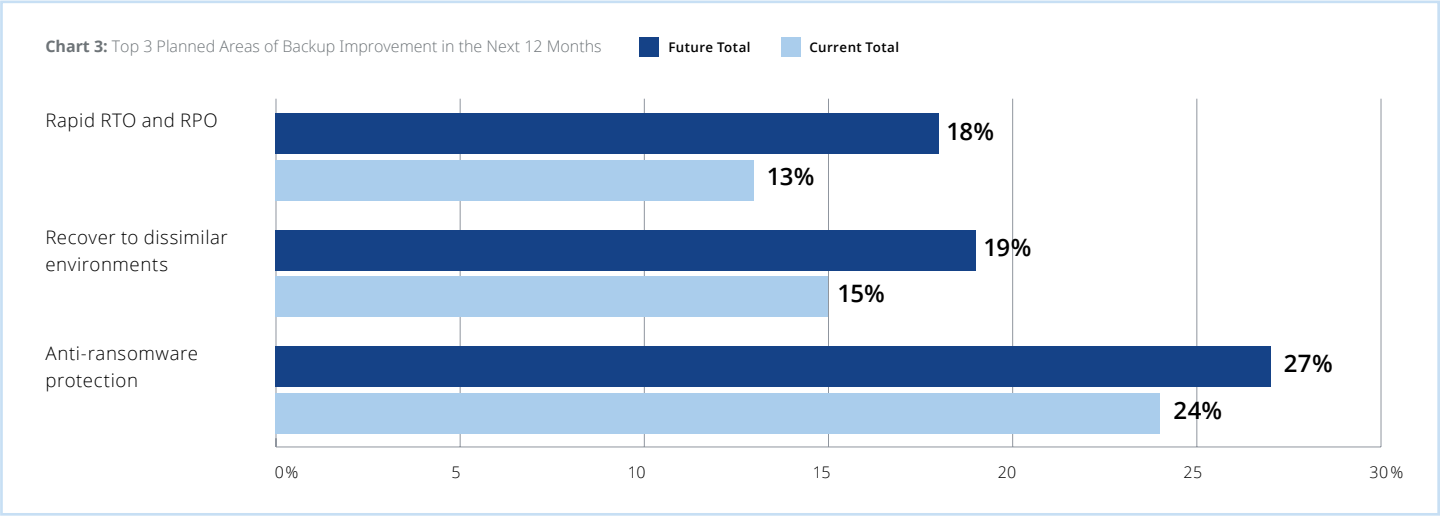
As with the previous section, we focus on the biggest areas of MSPs investment during the next 12 months. Chart 3 looks at the three largest deltas between what is currently offered and they plan to offer within 12 months.



HOW ACRONIS CYBER PROTECT CLOUD RELATES:

Once again, through Acronis Cyber Protect Cloud and the other services available on the Acronis Cyber Cloud platform, Acronis can help MSPs achieve their goals.

- **Rapid RTO and RPO** – Acronis Cyber Backup already delivers industry-leading RTO/RPO capabilities with features such as Acronis Instant Restore and bare metal recovery. Now with Acronis Cyber Protect Cloud, MSPs can expect minimal planned and unplanned downtime because of streamlined maintenance routines, built-in Continuous Data Protection, anti-malware scans of backups in centralized locations and the ability to install the latest patches and malware definitions during recovery.
- **Recover to dissimilar environments** – Long a core feature of Acronis' backup and recover products, it enables the restoration of an entire system to new, dissimilar hardware with just a few clicks. It supports also the migration between physical and virtual platforms.
- **Anti-ransomware protection** – Acronis' award-winning anti-ransomware technology uses AI-based detection of suspicious activity to prevent attacks. If an attack somehow is successful, it automatically restores affected files from backup. With behavioral heuristics and white listing, Acronis persistently guards files (including local backups) from unauthorized modification and encryption. As a result, it was named among the top five anti-ransomware backup solutions by DCIG.

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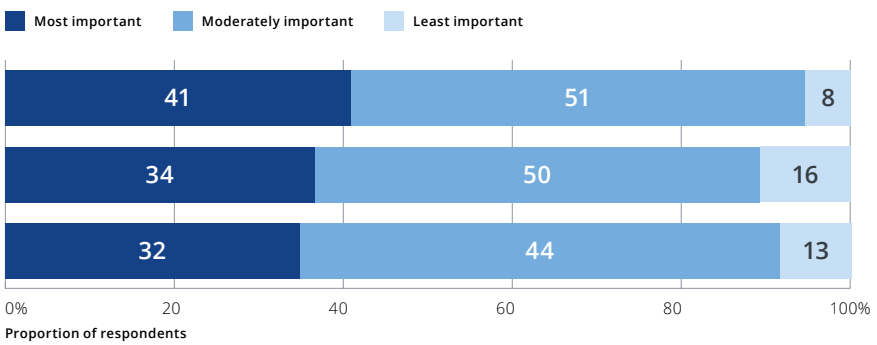
Research Findings: Challenges to Execution

Even if an MSP has the right tools and technologies in place, they can still face business and technical obstacles that prevent their success. Next we look at those kinds of challenges and how Acronis helps MSPs overcome them with Acronis Cyber Protect Cloud and its Partner Program.

What are the key business obstacles preventing you from offering/ or successfully delivering security services and/or data backup/data protection capabilities?

Chart 4: Top Business and Organizational Challenges Facing MSPs



HOW ACRONIS CYBER PROTECT CLOUD RELATES:

While each of these concerns can prevent an MSP from offering security and data protection services, the design of Acronis Cyber Protect and the entire Acronis Cyber Cloud platform eliminates these objections.

- **Shortage of skills** – Global IT security skills shortages have surpassed 4 million, so it is no surprise that 92% of MSPs surveyed reported this as the most challenging organizational issue they face. While specialized functions do require specialized skills, Acronis Cyber Protect Cloud automates the majority of cybersecurity functions that do not require staff, including detection and remediation. Acronis Cyber Protect Cloud is AI-enabled and always learning, which means an MSP's staff doesn't have to be. It also delivers 24x7 awareness of threats to security and business continuity, as MPSs are informed of new vulnerabilities, malware, public health alerts, etc. from the global network of Acronis Cyber Protection Operations Centers (CPOCs). As a result, Acronis enables any MSP to start selling managed security (or to improve the security posture of their current offerings) with a powerful but extremely easy-to-use solution.

- **Cannot make the business case** – This is fundamentally a problem with understanding packaging and pricing. Acronis Cyber Protect Cloud empowers MSPs with the ability to create an unlimited number of service plans and our Partner Program also offers prescriptive recommendations. Acronis' licensing model allows MSPs to start a data protection business or expand into security services with no investment. As a turn-key SaaS solution with pay-as-you-go pricing, Acronis Cyber Protect makes it easy to build a business case for new offerings.

- **Too many suppliers** – One of the fundamental value propositions of Acronis Cyber Protect Cloud is the ability to eliminate complexity. Rather than juggle multiple vendor contracts and solutions, MSPs can consolidate disparate systems like backup, anti-virus, remote management, URL filtering, and patching into a single, easy-to-use solution.

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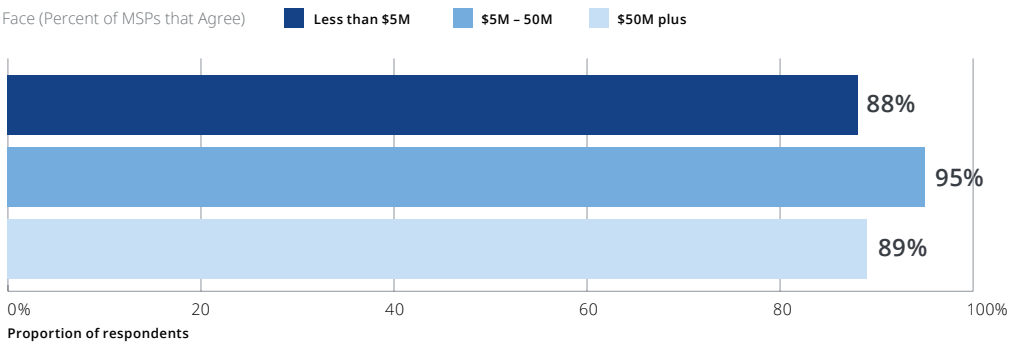
Chart 5: Top People and Process Challenge MSPs Face (Percent of MSPs that Agree)



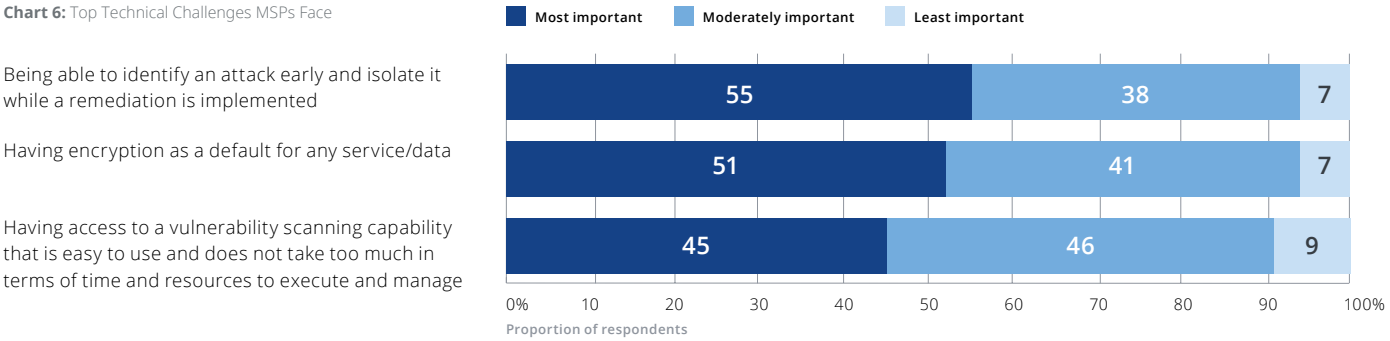
HOW ACRONIS CYBER PROTECT CLOUD RELATES:

Part of our survey specifically looked into the people and process that pose challenges to MSPs. The top answer – which is directly related to a skills shortage – is the inability to keep up-to-date with cyberthreats. Of the MSPs surveyed, 92% indicated this was very or moderately important. Not surprisingly, staying on top of a changing threat landscape poses the biggest challenge to MSPs of all sizes. It was interesting to see that mid-sized MSPs indicated this to be particularly difficult.

With AI-powered threat detection and prevention, Acronis Cyber Protect Cloud harnesses machine learning to keep up-to-date with the latest threats. Furthermore, we supplement our machine learning with real-time alerts from Acronis CPOCs, which are staffed by security analysts around the globe watching cyberthreats in real-time.

Please rate the technical challenges you perceive/have experienced in delivering security management as a service.

Chart 6: Top Technical Challenges MSPs Face



HOW ACRONIS CYBER PROTECT CLOUD RELATES:

Sometimes technology challenges are about knowing and understanding the technology, while other times they are about the technology that is in place. Legacy solutions that were never designed for modern IT cannot handle today's challenges, whereas Acronis Cyber Protect Cloud is designed for current and future needs.

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- **Identifying an attack early and isolating it** – The AI-powered anti-malware and anti-ransomware proactively prevents attacks, built-in patch management and vulnerability assessments tools help prevent spreading a threat, and automated remediation processes kick in to isolate the infected files and restore them from backup if an attack is successful.
- **Encryption as a default** – Acronis Cyber Protect Cloud takes advantage of enterprise-grade AES-256 encryption with user-defined password to protect data at rest, in storage, or in transit. Acronis Cyber Protect Cloud also features a #CyberFit score that monitors and ranks the state of system protection, including hard drive encryption control.
- **Vulnerability scanning capability** – One of the most exciting features of Acronis Cyber Protect Cloud enables MSPs to discover issues before they happen. It delivers a continuous, daily update of Acronis databases of CVEs (Common Vulnerabilities and Exposures), and available patches and support for Microsoft operating systems and applications, web browsers, Adobe, Oracle, Java, etc. Acronis Cyber Protect Cloud also has an integrated patch management solution that addresses any vulnerabilities discovered and patches them immediately.

Conclusion

Traditional MSP tools are not designed for today's cyberthreats.

The multiple solutions that MSPs have historically relied on – for backup, patch automation, anti-malware, configuration management, etc. – do not work together, which leaves MSPs with a complex set of legacy vendor software products that are unable to holistically protect client data, applications, and systems.

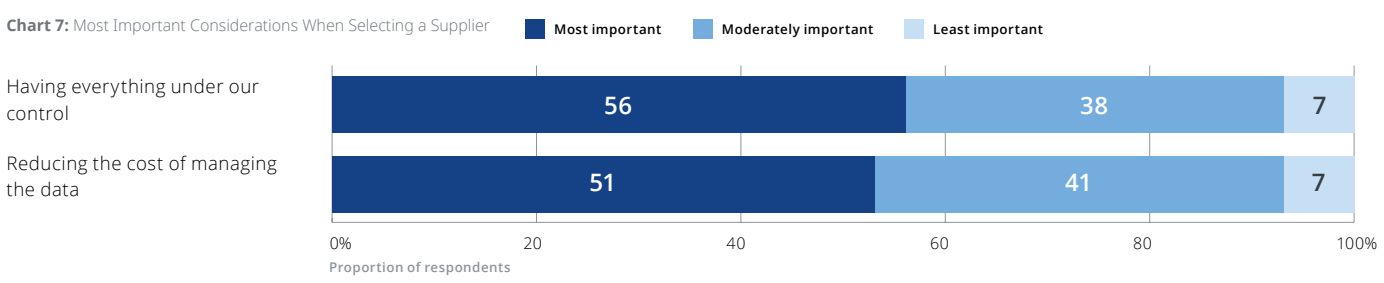
Acronis Cyber Protect Cloud changes the game by integrating data protection with cybersecurity. This synergy eliminates complexity and makes security a centerpoint of an MSP's solutions, keeping clients protected and costs down.

Ultimately, Acronis Cyber Protect Cloud directly addresses the top two most important considerations MSPs gave when selecting a supplier:

- the need to have things under their control
- the need to reduce the cost of managing data

Which of the following are the most important considerations in your organization's decisions on a data protection and availability supplier?

Chart 7: Most Important Considerations When Selecting a Supplier



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Acronis Cyber Protect has different deployment models and can leverage a variety of storage options to give MSPs full control over where the data is stored and processed.

With its full-stack anti-malware protection and comprehensive endpoint management, Acronis Cyber Protect Cloud combats advanced cyberattacks with a unique integration of protection technologies while simplifying daily IT operations, endpoint deployments and management, and reporting. Service providers can easily protect all client data from modern cyberthreats with existing staff, while generating new revenue and decreasing churn.

ACRONIS CYBER PROTECT CLOUD'S VALUE PROPOSITION TO MSPS

Upgrade Security	Cost Control	New Revenues
• Proactively avoid downtime to keep SLAs • Ensure complete client data protection • Quick and effortless recovery after an attack • Real-time protection of the most important files • Auto-adjust client protection to the most current threats	• Speed up and simplify onboarding of new clients and devices • Serve more clients with less stuff • Centralize client patching with no additional costs • Avoid expenses on multiple backends for multiple systems • Less training expenses for your engineers • Less planned and unplanned maintenance downtime	• Simplify renewals by demonstrating your value to your clients • Reduce data loss incidents • Improve customer satisfaction • Sell to clients with stricter compliance requirements • Easy upsell to existing customer base • Sell managed security without hunting for expensive experts

To download the complete report from Omdia, click DOWNLOAD

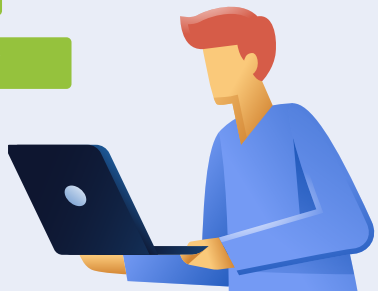
For more information

Learn how you can transformyour MSP business with Acronis:

Discover more information in the Acronis Resource Center READ ON

Get a complimentary 30-day trial of Acronis Cyber Protect Cloud TRY NOW

Reach out to Acronis directly REQUEST DEMO



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