

Zebra Systems Sees Triple-Digit Growth Potential with **Acronis** Cyber Protect Cloud

Czech value added distributor excited to expand its managed security portfolio to its MSP partners and their end customers

INTRO

Established in 1991, Zebra Systems (Zebra) is a cloud distributor in the Czech Republic focused on backup, disaster recovery, and security products. In 2003, the company acquired exclusive distribution and localization rights in the Czech Republic and Slovakia for the full portfolio of Acronis products, and it currently caters to managed service providers, telecommunication firms, and other channel partners. Over the past decade, as the IT channel adapted to cloud computing delivery models, Zebra has evolved with the market as a cloud distributor leveraging Acronis Cyber Cloud.

CURRENT SECURITY OFFERINGS AND SOLUTIONS USED

Part of Zebra's business is dedicated to offering managed security services through GFI, however this part of the company's business is primarily about hardware firewalls. Up until now, Zebra has not offered its MSP partners an anti-virus or end-point protection solution.

ACRONIS CYBER PROTECT CLOUD – AN INTEGRATED BACKUP AND SECURITY SOLUTION

Acronis Cyber Protect Cloud is the unique AI-enhanced solution that integrates data protection with cybersecurity. This synergy empowers service providers with prevention, detection, response, recovery, and forensic capabilities in an easy and efficient way. The product is enriched with next-generation, full-stack anti-malware protection and comprehensive, yet simple, endpoint management tools. Built on top of the industry-leading backup and DR solution, Acronis Cyber Cloud, Cyber Protect Cloud

KEY CHALLENGES

- Only a small percentage of Czech companies are well protected against ransomware and other cyberthreats
- Existing security solutions vendor discontinued endpoint protection

KEY REQUIREMENTS

- Channel-friendly model
- Localized language support

KEY BENEFITS

- A single solution that combines backup, anti-malware, and patch management
- Added value to MSP partners with enhanced security offerings



simplifies onboarding, daily operations, and reporting, and combats advanced attacks with new use cases enabled by integration.

RELEVANCE TO ZEBRA'S MSP PARTNERS

Zebra is one of the Acronis partners that got early beta access to Acronis Cyber Protect Cloud, the company is doing internal testing and has made the beta available to 35 of its MSP partners. According to Štěpán Bínek, Product and Sales Manager at Zebra, "Our MSP partners see a great opportunity for their own growth with Acronis Cyber Protect Cloud.

They like a single solution the combines backup, anti-malware, and patch management – they can save time and money using one solution in one console." Other features of Acronis Cyber Protect Cloud that are resonating with Zebra and its MSPs include continuous data protection and hard drive health monitoring.

Acronis Cyber Protect Cloud will complement the Zebra portfolio of security products and add value to its managed service provider partners where previously the GFI products focused on the traditional distribution model. In particular, GFI Endpoint Security is no longer being developed, so Acronis Cyber Protect fills this gap.

OVERALL IMPRESSIONS FROM THE ACRONIS CYBER PROTECT BETA

The overall impressions of Acronis Cyber Protect Cloud are quite positive. According to Bínek, when compared to Acronis Cyber Backup Cloud, "It's basically the same user experience as before, though there are many new powerful things which we can use and, despite all the new features, it is very easy to use without much if any training." He continues, "It is uncommon to have localization for such a small country like the Czech Republic so this is a big advantage for us."

When it came to participating in the beta program, Bínek

noted, "The training from Acronis has been solid and the available web help is very useful. We have felt like part of the Acronis team during the beta. We have given honest feedback and Acronis has been very receptive to our input."

MARKET OPPORTUNITY

In terms of market opportunity, Zebra plans to use Acronis Cyber Protect Cloud for its own internal operations as well as to sell it through its MSP channel. According to Bínek, "We are very aligned to the vision Acronis has for one solution

that will cover most parts of cybersecurity, and it makes sense to have one agent to cover all the necessary things that our MSPs and their end customers need to cover."

He continues, "The market in Eastern Europe is not as developed as Western countries, and only a small percentage of Czech companies are sufficiently covered for patch management, backup, and other necessary things to guard against ransomware and other cyberthreats. The amount of data and devices continues to grow, so the opportunity is almost infinite. For Zebra and our MSPs, we see Acronis Cyber Protect Cloud

as a huge opportunity to grow – there is triple digit growth potential in the next few years here."

"For Zebra and our resellers, we see Acronis Cyber Protect as a huge opportunity to grow; there is triple digit growth potential in the next few years here."

Štěpán Bínek, Product and Sales Manager

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](#). Enhanced by [AI technologies](#) and [blockchain-based authentication](#), Acronis protects all data in any environment: 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)