

# Acronis and Williams Martini Racing Formula One Team Announce Strategic Technology Partnership

Acronis' expertise in data protection will ensure ultimate security and availability of all data, resulting in improved performance on the track.

LONDON, 13 February 2018 – Acronis, a global leader in hybrid cloud data protection and storage, and Williams Martini Racing Formula One team today announced a new technology partnership. As part of the agreement, Acronis will deliver innovative data protection solutions, including backup, disaster recovery, software-defined storage, and file sync and share.

Formula One is one of the world's most technologically advanced sports. Every grand prix weekend Formula One teams capture hundreds of gigabytes of telemetry data, and produce terabytes of engineering and test data at the factory. Data analysis fuels innovation and technological development. The ability to interpret the data and make informed decisions is often what sets teams apart, making data the most valuable asset in the race toward the finish line.

Acronis' expertise in data protection will assist Williams to deal with the growing volumes of data without compromising the security and flexibility mandated by Formula One. Through its partnership with Acronis, Williams will be able to access a full set of innovative data protection solutions, including:

- Acronis Backup, the world's fastest backup, which delivers near-instant recovery;
- Acronis Storage, a scalable and secure universal software-defined storage;
- Acronis Access Advanced, a secure and flexible enterprise file sync and share solution.

Acronis also integrates a unique artificial intelligence-based active ransomware protection technology into Acronis Backup. As new ransomware strains increasingly target backup files, Acronis' solution protects backups while adding another level of defence to the entire system.

Acronis' products are already used by the top automotive and manufacturing companies worldwide. Racing teams and corporations choose Acronis solutions for the performance and reliability required in high-pressure manufacturing environments.

"Technical innovation is at the heart of everything we do at Williams, and with that comes a crucial need to protect our data," noted Claire Williams, Deputy Team Principal, Williams Martini Racing. "Acronis will protect Williams' on-premise and cloud service data with backup, disaster recovery, and secure file sync and share solutions. We are delighted to be partnering with Acronis whose values mirror our own to push technology and innovation. We look forward to them helping to deliver practical solutions throughout the coming season to support our racing efforts."

"Acronis is at the leading edge of data protection technology and continuing to push. Speed, technology, innovation, and a never-give-up attitude are at the heart of our DNA and this is what unites us with Williams. Acronis' data protection solutions are perfectly suited for Williams data-intensive environment. We're looking forward to a productive season together," said John Zanni, President of Acronis.

For more information about Acronis technology in motorsport, visit: <https://motorsport.acronis.com/>

About Acronis

Acronis sets the standard for hybrid cloud IT data protection through its backup, active protection against ransomware, disaster recovery, and secure file sync and share solutions. Powered by the Acronis AnyData Engine and set apart by its image technology, Acronis delivers easy, fast, complete and affordable data protection of all files, applications and operating systems across any environment—virtual, physical, cloud, mobile and applications. Founded in 2003 in Singapore, with global headquarters in Switzerland, Acronis protects the data of more than 5 million consumers and 500,000 businesses in over 150 countries and 20 languages. With more than 100 patents, Acronis products are consistently named best product of the year and cover a range of features, including migration, cloning, and replication. Today, Acronis solutions are available worldwide through a global network of service providers, distributors, and cloud resellers. Learn more at [acronis.com](https://www.acronis.com).

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