

Acronis Secure and Reliable Data Protection Solutions Drive Market Growth in Automotive and Motorsport Industries

Acronis business is growing across all product lines: 25% growth of Acronis Backup, 20% growth of Acronis True Image, 100% growth of Acronis Backup Cloud solution for service providers, and 200% growth of Acronis Access Advanced in the last year alone.

Kuala Lumpur, Malaysia, 27 September 2017 – Acronis, a global leader in hybrid cloud data protection for businesses of any size and individual users, meets the needs of the modern IT infrastructure, offering complete protection for all data through backup, storage, and file sync and share solutions. Today, at the Acronis Racing Week event in Kuala Lumpur, Malaysia, Acronis and Scuderia Toro Rosso presented the latest Acronis Access Advanced 8.0, an enterprise file sync and share solution helping companies ensure security and flexibility when sharing data with remote devices. Scuderia Toro Rosso Formula 1 Team uses Acronis Access Advanced to share confidential telemetry data and R&D documents between the factory, trackside engineers, and subcontractors. “With Acronis Access Advanced, we’re in full control of our data. We can track the information path and even remote-wipe a laptop, tablet or mobile device if it is lost or stolen to prevent a competitor from accessing the data. Our plan is to share sensitive data that way,” said Raffaele Boschetti, Scuderia Toro Rosso Head of IT. Acronis’ products are favored by motor racing and automotive industry players, who whom security and data protection reliability is of ultimate importance. 30 percent of new enterprise customers originate from the automotive field. With a global R&D center in Singapore, Acronis released innovative solutions to extend the functionality of its award-winning data protection products. This includes Acronis hybrid cloud architecture giving users complete data management flexibility, AI-based ransomware protection capable of blocking zero-day cyber-attacks, and blockchain-based data certification for immutable proof of data validity. These technologies have been instrumental in the company’s success. In the last year alone, Acronis True Image business increased by 20%, Acronis Backup by 25% and Acronis Access business by over 200% as of September 2017. Acronis Backup Cloud, innovative Backup-as-a-Service for service providers also continues to grow at a rate of more than 100% a year, accompanied by a 350% growth in the number of protected devices and 400% growth of data stored in the Acronis Cloud. To find out more about Acronis innovative technology, visit <http://www.acronis.com/> To become Acronis partner, visit <https://www.acronis.com/en-us/partners/> About Acronis Acronis sets the standard for hybrid cloud IT data protection through its backup, ransomware Active Protection, 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, 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.

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