Lucrasoft Streamlines Customer Service and IT Management with **Acronis**

Netherlands MSP saves time, money, and cuts help desk calls by 50 percent with Acronis Backup Cloud

BACKGROUND

The Lucrasoft ICT Group is a full-service IT service provider delivering custom information and communication technologies (ICT) to businesses, including infrastructure development, IT systems, websites, and e-commerce software.

A Microsoft Gold Partner, Lucrasoft supports clients in retail, wholesale, education, and the business service industries. All of the services offered – from personalized IT management, security and backup, hardware, and application solutions – are backed by ICT experts based in the heart of Rotterdam, Netherlands.

MANAGING MSP SOFTWARE FRUSTRATIONS

With two decades of experience managing IT infrastructures, Lucrasoft is well-versed in managed service provider (MSP) tools – and well-aware of how frustrating those tools can be to work with. After using backup software that left them struggling with ineffective, limited administrative features, the team at Lucrasoft began searching for an alternative. Specifically, they wanted a backup solution that would

- increase their service flexibility with cloud storage options
- streamline client onboarding, relations, and support
- smoothly integrate with their existing product catalog
- make their own administrative work easier

"We needed a reliable backup solution with an in-depth MSP portal," says Wouter Van Baardewijk, Lucrasoft's General Manager. "We

INDUSTRY
IT Managed Service Provider

KEY CHALLENGES
- Difficult-to-use interface
- Unable to centralize an admin portal that connects to existing RMM solutions
- Unable to integrate client usage into existing contract/billing system

KEY REQUIREMENTS
- Dependable backup and recovery solution
- Easy-to-use MSP portal
- Flexible, multi-client onboarding
- Seamless integration with other products

PROTECTED RESOURCES IN THE UK
- 182 servers (Windows, Linux, physical and virtual)
- 52.5 TB of storage

KEY BENEFITS
- 50 percent fewer help desk tickets since Acronis deployment
- Time and money savings via easy-to-use MSP portal
- Simple integration with existing software offerings

hoped to find a portal that was robust enough to address everything – from onboarding and training to billing and invoicing – all in one place."

After receiving demos of products from Acronis and other vendors, Lucrasoft determined that Acronis Backup Cloud was the right solution for their needs.

WHY ACRONIS?

Choosing Acronis ultimately came down to a single key point for the Lucrasoft team: their own ease of use. "Other vendors we were considering didn't come with a portal for MSPs," Van Baardewijk remembers. "With Acronis, we can easily create reports, make sure backups are running, check that restores go well, and get support and maintenance if anything goes wrong."

ACRONIS DEPLOYMENT AND SUPPORT

While incorporating Acronis Backup Cloud into their service offerings, the team at Lucrasoft worked with Acronis to ensure seamless integration and data restoration. Van Baardewijk recalls there were some hiccups when they first tried backing up to Azure storage, but he was impressed by Acronis support.

"The knowledge and willingness displayed by the support team to go the extra mile has positively surprised me," he reports. "They went into our servers and resolved all our issues. It's exactly what we needed."

Since this deployment, Lucrasoft has white-labeled Acronis Backup Cloud and made it central to their service offering. "Acronis delivers a hassle-free backup solution for our clients. With its ransomware protection, backup, and cloud features it's a main part of our proposition," says Van Baardewijk.

> *"The innovation that Acronis displays closely resembles our own drive to always work with new technology and features. It's a main part of our proposition"*
>
> **Wouter Van Baardewijk, General Manager**

BENEFITS OF CLOUD BACKUP

Since incorporating Acronis Backup Cloud, Lucrasoft reports easier experiences, both for their team and clients. "Our supported partners have less than half the help desk tickets now than they did before using Acronis," says Van Baardewijk. He credits the solution's ease of use, reliability, and wealth of features for this improvement.

Of course, this reduced reliance on help desk support frees the Lucrasoft team to invest more time into building new business and further expanding their service catalog.

"We're constantly looking for new products and features that we can sell as add-on components," says Van Baardewijk, including the ability to back up Office 365 accounts, which was recently added to Acronis Backup Cloud. "We're already testing it out to see how it can be incorporated."

ABOUT ACRONIS

Acronis sets the standard for cyber protection and hybrid cloud storage through its innovative backup, anti-ransomware, disaster recovery, storage, and enterprise file sync and share solutions. Enhanced by AI-based Active Protection technology, blockchain-based authentication and a unique hybrid-cloud architecture, Acronis protects all data in any environment, including physical, virtual, cloud, mobile workloads and applications.

Founded in Singapore in 2003, today the company is trusted by more than 5 million consumers and 500,000 businesses worldwide, including 79 of the top 100 most valuable brands.

Acronis

Learn more at
www.acronis.com