

## It takes three to tango: Insight helps Sertalink to become biggest Acronis MSP in the Belux region

Successful organisations are part of a powerful ecosystem. When Sertalink decided to offer disaster recovery as-a-service, it started a partnership with Insight as an Acronis distributor. Today, the three companies work together to create new opportunities and assist end customers with expert support and rapid response.

Sertalink is a dedicated security services partner. The fast-growing company has around 15 employees and focuses mainly on mid-market enterprises. As a supplier of Acronis and originally selling licenses, they had reached the Platinum partner status in the Belux area when they decided to restart as a Managed Service Provider (MSP). Now Sertalink uses the Acronis platform to bundle technical services and monitor backups for customers. In this way, they guarantee companies that their data is always available at any time.

Convincing customers about the benefits of Acronis as a backup solution is the biggest challenge for Sertalink. Fortunately, they can count on Insight's commercial expertise and market knowledge. Insight had previously been using Sertalink services, an exclusive partner for ManageEngine. Today Insight supports Sertalink as a distributor by helping them win new business opportunities.

The foundation for a successful collaboration was already there as Sertalink, Acronis and Insight all had mutual relationships. Now it was time to develop a more strategic partnership.



### Quick Overview

Sertalink decided to become an Acronis MSP and build backup services on the Acronis Cyber Protect platform. Thanks to its in-depth market knowledge, Insight helped Sertalink by proposing use cases and taking care of the commercial part of the collaboration.

The partnership with Insight offers new opportunities for Sertalink to grow its business and generate more revenue. All partners have a direct line with each other, so customers can benefit from fast and expert response. Sertalink has a single point of contact for Acronis, but also for other services where Insight has potential to offer expertise, such as Microsoft.

"With Insight, we feel that we are more than a number. They offer us direct contact to their sales managers and help us onboard new customers. We have a good relationship that is built on respect and we support each other to introduce Acronis to other organisations."

Selim Ourtani – CEO Sertalink

## The Solution

Sertalink was triggered to become an Acronis MSP when one of their customers asked to add disaster recovery to their backup solution. Acronis Cyber Protect is a cloud-based data centre that sets up a backup service to protect the data a business creates and uses within SaaS applications. It provides a cost-efficient alternative to traditional solutions as organisations only start paying when they actually need to place something in the cloud.

Insight is convinced of the power of Acronis because the platform guarantees continuity and ensures that in the event of an emergency, such as a fire in the data centre or a cyber attack, a company will be up and running within minutes. For Sertalink, becoming an MSP offered new opportunities to grow their business. The platform provides them with a flexible and scalable solution where they can set up an environment to monitor and manage the backup of their customers' machines.

Sertalink pays a monthly fee to use the platform with Insight, taking care of the reimbursement to Acronis. For Sertalink, Insight is also a partner that helps them onboard new customers on the platform and then together with Acronis provide optimal and fast support. Sertalink and its customers are guaranteed to always have a direct line for questions that need to be answered quickly.

In addition, the partnership gives Sertalink the opportunity to use other services, for example regarding Microsoft. Insight streamlines communication to one point of contact, which means that you no longer need to communicate with different partners.

## The Benefits

Sertalink, Acronis and Insight strengthen both each other and their customers. Security is a delicate matter, so questions and challenges must be dealt with as soon as possible. The smooth communication ensures that customers always enjoy quick response by people who are experts in their field.

Thanks to the collaboration with Insight and their own expertise, Sertalink is already the largest Acronis MSP in Belgium. All partners are determined to continue their mutual growth by providing services in the most professional and cost-efficient way. Insight and Acronis are also planning to intensify their own strategic collaboration by proactively supporting the market.

"Cybersecurity is becoming ever more important. Insight increases our ability to serve customers and change their mindset when it comes to Acronis."

Selim Ourtani – CEO Sertalink

## The Results Highlights



Sertalink is taking advantage of Insight's market expertise to expand its Acronis MSP business with new use cases.



Insight provides a single point of contact for all Acronis-related matters and offers access to additional services.



The smooth communication ensures that customers of Sertalink always enjoy fast response times.



The partnership enables Sertalink to offer disaster recovery-as-a-service in the most professional and cost-efficient way.