

# **Lifeboat Distribution and Acronis Extend their Partnership to meet the Growing Demand for Data Protection Solutions in the Latin American Region**

*Relationship gives Lifeboat's partners access to the world's most complete and innovative data protection solutions*

**BURLINGTON, MA, December 19th, 2017** — Lifeboat Distribution, an international value-added distributor for virtualization, security, business continuity and other technically sophisticated products, and Acronis, a global leader in hybrid cloud data protection and storage, today announced the extension of a distribution agreement to Latin American countries. Lifeboat will offer the full range of Acronis' award-winning data protection solutions and local support to its network of value-added resellers, system integrators, and managed service providers operating in the Latin American region.

Lifeboat will promote, distribute and support Acronis' business and consumer products, giving resellers a unique opportunity to make more money by tapping into the growing backup and disaster recovery market in the region. Acronis' best-in-class data protection solutions are easy to sell, more complete and dramatically faster than the competition. The partner program and a robust catalog with few product SKUs makes cross-selling simple to drastically increase reseller revenue.

Acronis' product portfolio offers complete data protection for business and home users. Acronis Backup 12.5, which recorded 25% YoY growth globally, offers unprecedented levels of protection for all sizes of hybrid IT infrastructure. It is the world's fastest, most reliable, complete, and cost-effective backup offering available on the market today. The release delivers the industry's first and only data protection against ransomware with automated restoration of damaged data. Acronis Backup 12.5 also introduces new technology that enables users to verify the backup integrity before its restoration, improving regulatory compliance and data integrity with blockchain. Businesses can start small with Acronis Backup 12.5 Standard edition and scale to Acronis Backup 12.5 Advanced as required by their growing infrastructure, simply by changing license keys. This gives partners the flexibility to meet the needs of small and large businesses with the same product.

“Lifeboat Distribution is well known for its commitment to customers and amazing SLAs for end-users. The company's approach to customer service and focus on serving the needs of all size businesses align with our strategic direction. Acronis works with the best in the business and

we are excited to offer Lifeboat's reseller network our award-winning solutions," said Patrick Hurley, Vice President and General Manager, Americas at Acronis.

"We are honored to have Acronis rejoin Lifeboat Distribution. This relationship will allow Lifeboat to extend our reach by adding an assortment of great software products to our portfolio. Having the ability to offer Acronis' complete solution suite, we can now supply our channel partners with the most comprehensive and innovative data protection offerings in the marketplace today," added Simon Nynens, CEO of Wayside Technology Group.

"Lifeboat is a very respected and experienced software distributor in the Americas. At Acronis, we are very confident they will bring a lot of value and support to our partners and business in Latin America," said Sebastian Lara, Business Development Manager for Latin America at Acronis.

"Lifeboat International is absolutely thrilled to be joining forces with Acronis once again, to offer the most outstanding backup solutions to our customers across Latin America and the Caribbean. Our data protection portfolio could not be complete without Acronis' award-winning products," said Yamê Bado, International Sales Manager.

### **Acronis' award-winning product portfolio**

Lifeboat Distribution will provide its customers access to the full range of Acronis' data protection solutions, including the following:

- **Acronis Backup 12.5 Standard and Advanced editions:** the world's most innovative and award-winning backup solution suitable for companies of all sizes, in two editions: Standard and Advanced. Innovations include *Acronis Active Protection* to intelligently detect and block ransomware attacks, such as WannaCry, with instant restoration of any compromised data and *Acronis Notary* to prove a file is authentic and unchanged since it was backed up.
- **Acronis Access Advanced:** an easy, complete, and secure enterprise file sharing solution that allows employees to use any device to securely access, sync and share files with other employees, customers, partners, and vendors while giving IT complete control over business content to ensure security, maintain compliance, and enable BYOD.
- **Acronis Files Connect:** the only solution that provides the rich experience Mac users demand when connecting to Windows or NAS file servers, while maintaining the compatibility required by IT.
- **Acronis True Image:** the first and only consumer and SOHO backup solution in the market that introduces Active Protection technology to detect and prevent ransomware attacks in real-time, automatically recover all data from the backup and self-protect backups and the backup application.

Those interested in distribution services and solutions should contact the Lifeboat Distribution International team by phone at +1.800.847.7078 or via email at [lbint@lifeboatdistribution.com](mailto:lbint@lifeboatdistribution.com).

## **ABOUT LIFEBOAT DISTRIBUTION**

Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG), is an international value-added distributor for virtualization/cloud computing, security, application and network infrastructure, business continuity/disaster recovery, database infrastructure and management, application lifecycle management, science/engineering, and other technically sophisticated products. The company helps vendors recruit and build multinational solution provider networks, power their networks, and drive incremental sales revenues that complement existing sales channels. Lifeboat Distribution services thousands of solution providers, VARs, systems integrators, corporate resellers, and consultants worldwide, helping them power a rich opportunity stream, and build profitable product and service businesses. For additional information visit <http://www.lifeboatdistribution.com>, or call 1.800.847.7078 (US), +1.732.389.0037 (International), +1.888.523.7777 (Canada), or +31.20.210.8005 (Europe). Follow Lifeboat Distribution on LinkedIn, Facebook and Twitter @LifeboatVAD.

## **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 over 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: <https://www.acronis.com/es-mx/>

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