



PARTNER ENABLEMENT | RACKNAP

## The MSP Growth Platform Built for Acronis Partners

Automate Operations. Bundle Services. Grow Recurring Revenue Without Growing Headcount.

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### Executive Summary

#### More Customers. Less Manual Work. More Revenue.

You became an Acronis partner to protect your clients and grow your business - not to spend hours reconciling spreadsheets, chasing provisioning tickets, or manually generating invoices. Yet for most MSPs, operational reality is slowing everything down.

**RackNap** is a purpose-built commerce, billing, and provisioning automation platform that replaces fragmented workflows with a single, intelligent system - handling everything from order placement to subscription renewal automatically.

The result: Acronis MSP partners who use RackNap launch new services faster, serve more clients without adding staff, and grow recurring revenue with far less effort. Not just an operational upgrade - a competitive advantage.

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### The MSP Growth Challenge

#### Your Operations Are Holding Back Your Revenue

The demand for cyber protection services has never been higher. But most MSPs are struggling to keep up - not because of the market, but because their operations weren't built to scale.

- Service activation still requires manual intervention across multiple portals
- Billing runs on spreadsheets and workarounds that create errors and revenue leakage
- Onboarding a new customer takes days when it should take minutes
- Your team spends more time on admin than on selling or delivering value
- Subscription management is reactive - renewals and upsells get missed

*These aren't small inefficiencies - they're **growth blockers**. Every hour spent on manual operations is an hour not spent expanding your Acronis business.*

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### How RackNap Helps

#### Four Ways RackNap Transforms Your MSP Operations

### 01 Grow Revenue Without Growing Your Team

Launch and sell Acronis services faster using a configurable marketplace storefront. Create bundled offerings combining cyber protection with Microsoft 365, cloud backup, or other services - and let customers manage their own subscriptions via a white-labeled self-service portal.

### 02 Automate the Entire Quote-to-Cash Cycle

From quote generation to provisioning, invoicing, and payment collection - RackNap eliminates every manual step. Subscriptions activate in seconds. Invoices generated automatically. Payments collected without follow-up.

### 03 Deliver Services Faster and More Consistently

New customers go from order to activation in minutes, not days. Every service delivery follows the same automated workflow - no missed steps, no dependency on individual team members - driving better retention from day one.

### 04 Scale Operations Without Scaling Costs

Whether managing 50 customers or 5,000, RackNap automates subscription lifecycle management, renewal tracking, usage alerts, and multi-tier partner operations - take on more business without hiring more people.

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## Business Outcomes

### From Challenge to Outcome - At a Glance

MSP Challenge	RackNap Capability	Business Outcome
Manual service provisioning	Real-time API-driven provisioning automation	Hours → seconds; faster onboarding
Fragmented billing & spreadsheets	Automated recurring billing & invoicing engine	Eliminated errors; recovered revenue leakage
Multiple vendor portals	Unified platform for all services	One dashboard; more selling time
Slow customer onboarding	Automated order-to-activation workflows	Customers live in minutes, not days
Usage-based revenue leakage	Real-time consumption tracking & alerts	Full revenue capture; better retention
Limited service bundling	Flexible catalog and marketplace storefronts	Higher margin bundles; stronger upsell

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## Why It Matters for Acronis Partners

### Built Around Your Acronis Business

Generic billing or PSA tools weren't designed for the Acronis partner model - RackNap is. The platform is natively integrated with Acronis Cyber Protect Cloud, meaning your service catalog, provisioning, and usage-based billing are synchronized in real time - no custom development or manual reconciliation.

#### 1. Native Acronis Integration

Pre-built, real-time API to Acronis Cyber Protect Cloud - no custom dev required.

#### 2. Full Quote-to-Cash Automation

From quoting and ordering to provisioning, billing, and collections - all in one.

### 3. Bundle Acronis with Your Stack

Combine cyber protection with M365, cloud storage, or SaaS into high-margin packages.

### 4. Prevent Subscription Churn

Real-time usage monitoring and proactive alerts keep subscriptions growing.

### 5. Enable Downstream Partners

White-labeled portals and multi-tier reseller management for your own channel.

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## Key Benefits at a Glance

- ✓ Instant provisioning via real-time API automation
- ✓ Multi-tier reseller & channel partner management
- ✓ Automated recurring billing, usage tracking & invoicing
- ✓ Real-time subscription monitoring to prevent churn
- ✓ White-labeled storefront and customer self-service portal
- ✓ Single platform for all customers, subscriptions & services
- ✓ Bundled service offerings combining Acronis with your catalog
- ✓ Scale to more customers without increasing operational headcount

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## Closing Statement

### The Platform That Turns Your Acronis Partnership Into a Growth Engine

The MSPs that win in the recurring services economy aren't the ones with the best technology - they're the ones who can sell, deliver, and scale it most efficiently. RackNap gives Acronis partners the operational infrastructure to do exactly that.

*RackNap is the operational engine that turns your Acronis partnership into a scalable, profitable, recurring revenue business. More customers. More automation. Zero compromise on growth.*

**Ready to see it in action?**

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