TD SYNNEX

Acronis

Cyber Unit: Missione Protezione
Special Edition Advanced Security XDR Acronis

18 settembre 2024

webinar

AGENDA

11:00	Welcome e Introduzione – Andrea Catapano, Cloud Sales Specialist TD SYNNEX
11.10	Advanced Security + XDR: Panoramica – Andrea Pezzoni, Security Presales Specialist TD SYNNEX
11:35	DEMO – Andrea Pezzoni, Security Presales Specialist TD SYNNEX
11:45	Licensing & Pricing – Andrea Catapano, Cloud Sales Specialist TD SYNNEX
11:55	Q&A e chiusura

TD SYNNEX

ANDREA CATAPANO

Cloud Sales Specialist TD SYNNEX

Introduzione e Welcome

TD SYNNEX at a Glance

TD SYNNEX

1,500+
VENDORS/OEMS

100+
COUNTRIES SERVED

DEEP
VENDOR
RELATIONSHIPS

200,000+
PRODUCTS
& SOLUTIONS

#109
FORTUNE
100 LIST

150,000+
CUSTOMERS

22,000+
SKILLED
CO-WORKERS

FORTUNE
WORLD'S
MOST
ADMIRED
COMPANIES

$60.6B
FY21 REVENUE

TD SYNNEX

We help you Evolve

Through programs and communities purpose-built to differentiate your business today and embrace new business models that unlock growth for the future

We help you Learn

By offering on-going tech and business enrichment we deliver relevant market insights, so your team continues to gain the knowledge that drives outcomes

We deliver technology solutions with versatility

We bring together compelling ways to source IT products and services along with human and financial business solutions so you can focus on maximizing value to clients

We Solve for technology ecosystem complexity

We enable outcomes with a broad portfolio, platforms and unique solutions that help you scale to meet new demand across the entire technology lifecycle

Acronis è leader nella Cyber Protection

Svizzera

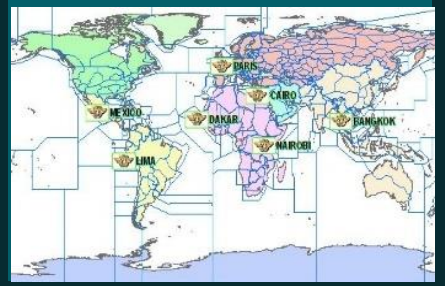
Dal 2008 è presente l'HQ in Schaffhausen, Svizzera

Singapore

Fondata nel 2003 a Singapore

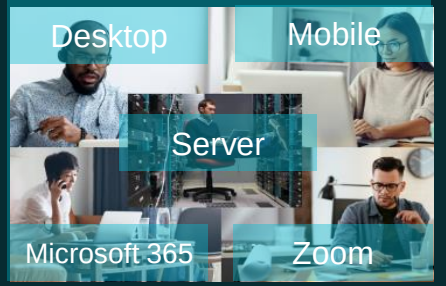
Presenza Globale-Locale

- 2,200+ dipendenti
- 34+ uffici
- 150+ stati
- 26 lingue
- 53 Data Center nel mondo



Sfide di Protection nel mondo digitale

- Complessità
- Costi
- Sicurezza
- Privacy
- **Cyber protection** è il quinto bisogno umano basilare



Acronis Cyber Protect

- 2,800,000+ workloads protette
- 1,000,000+ attacchi prevenuti
- 20,000+ service providers

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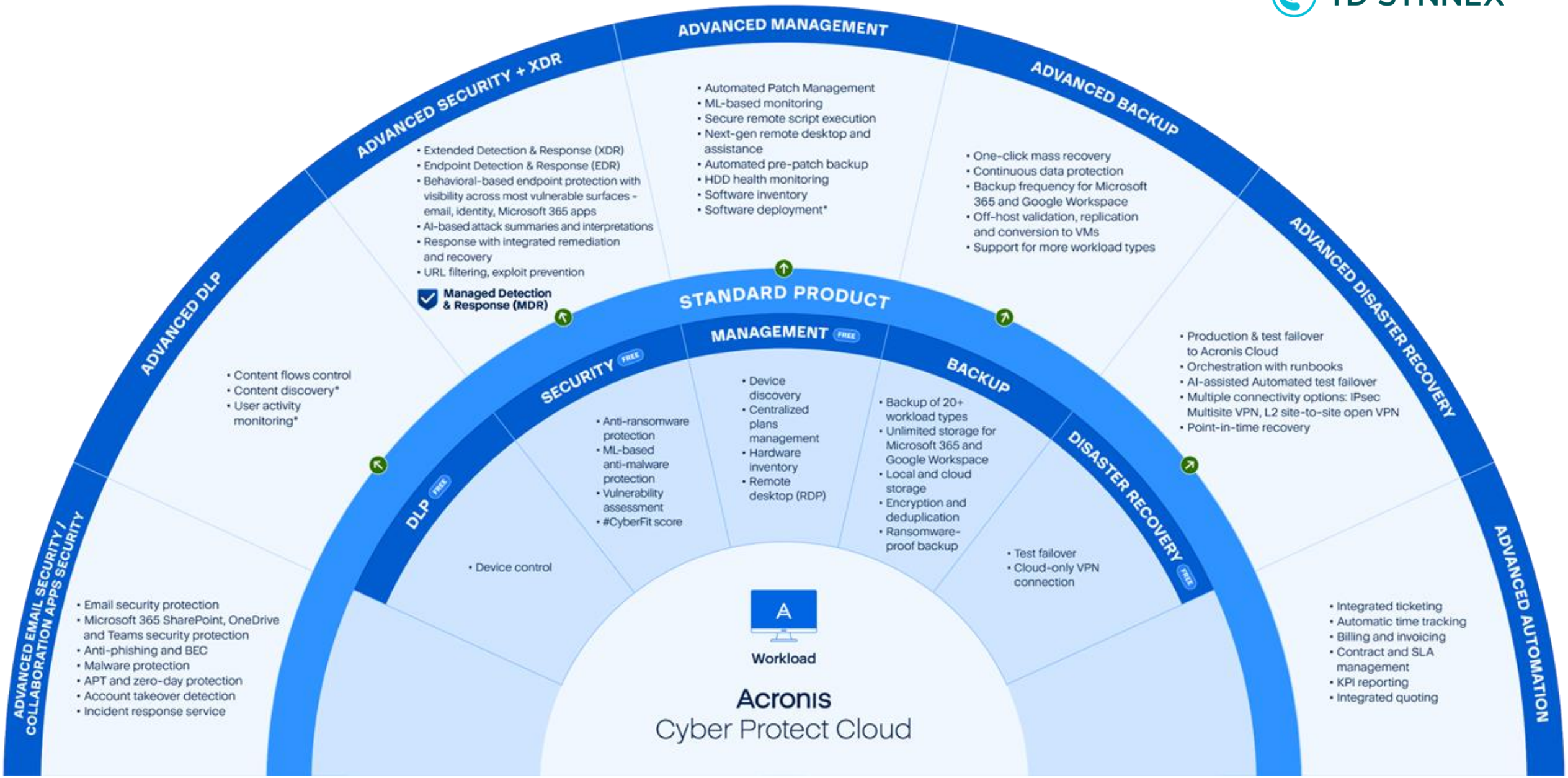
ADVANCED SECURITY + XDR
ADVANCED MANAGEMENT
ADVANCED BACKUP
ADVANCED DISASTER RECOVERY
ADVANCED AUTOMATION
ADVANCED EMAIL SECURITY / COLLABORATION APPS SECURITY
ADVANCED DLP
• Extended Detection & Response (XDR)
• Endpoint Detection & Response (EDR)
• Behavioral-based endpoint protection with visibility across most vulnerable surfaces - email, identity, Microsoft 365 apps
• AI-based attack summaries and interpretations
• Response with integrated remediation and recovery
• URL filtering, exploit prevention
Managed Detection & Response (MDR)
• Automated Patch Management
• ML-based monitoring
• Secure remote script execution
• Next-gen remote desktop and assistance
• Automated pre-patch backup
• HDD health monitoring
• Software inventory
• Software deployment*
• One-click mass recovery
• Continuous data protection
• Backup frequency for Microsoft 365 and Google Workspace
• Off-host validation, replication and conversion to VMs
• Support for more workload types
• Production & test failover to Acronis Cloud
• Orchestration with runbooks
• AI-assisted Automated test failover
• Multiple connectivity options: IPsec Multisite VPN, L2 site-to-site open VPN
• Point-in-time recovery
• Content flows control
• Content discovery*
• User activity monitoring*
• Email security protection
• Microsoft 365 SharePoint, OneDrive and Teams security protection
• Anti-phishing and BEC
• Malware protection
• APT and zero-day protection
• Account takeover detection
• Incident response service
• Integrated ticketing
• Automatic time tracking
• Billing and invoicing
• Contract and SLA management
• KPI reporting
• Integrated quoting
STANDARD PRODUCT
DLP FREE
SECURITY FREE
MANAGEMENT FREE
BACKUP
DISASTER RECOVERY FREE
• Device control
• Anti-ransomware protection
• ML-based anti-malware protection
• Vulnerability assessment
• #CyberFit score
• Device discovery
• Centralized plans management
• Hardware inventory
• Remote desktop (RDP)
• Backup of 20+ workload types
• Unlimited storage for Microsoft 365 and Google Workspace
• Local and cloud storage
• Encryption and deduplication
• Ransomware-proof backup
• Test failover
• Cloud-only VPN connection
Workload
Acronis
Cyber Protect Cloud

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ANDREA PEZZONI

Security Presales Specialist TD SYNNEX

Advanced Security + XDR: Panoramica e DEMO

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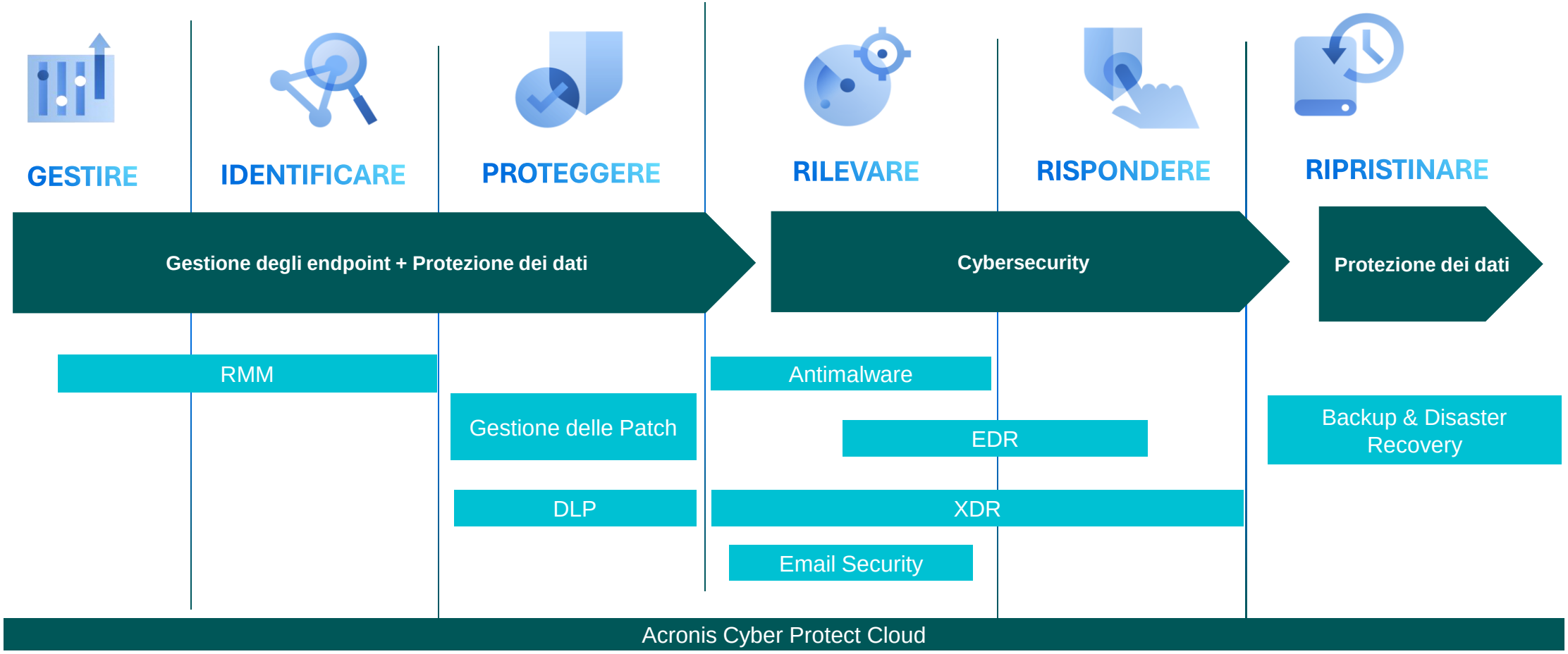
Perché Acronis

Un’unica soluzione per la tua Cyber Security



Cos’è un XDR

L'Extended Detection and Response (XDR) è un processo di cybersecurity guidato dalla tecnologia e progettato per aiutare le organizzazioni a rilevare e correggere le minacce alla sicurezza nell'intero ambiente. (TechTarget)

E’ l’evoluzione del concetto di Antivirus, estende i limiti della protezione oltre l’Endpoint.

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Perché XDR

	Antimalware	EDR	XDR
Scopo	Rilevare e bloccare	Rilevare, bloccare, analizzare e rispondere	Rilevare, bloccare, analizzare e rispondere
Copertura delle minacce	Minacce comuni	Minacce ed attacchi comuni ed avanzati	Minacce ed attacchi comuni ed avanzati
Visibilità sugli attacchi	Endpoint	Endpoint	Endpoint ed altre origini: email, identity, applicazioni cloud, rete, ecc.
Remediation	No	Sì - Endpoint	Sì – Endpoint e altri vettori di attacco (email, identity, applicazioni cloud, ecc.)

Perché Acronis XDR

Solo una sicurezza avanzata può contrastare gli attacchi avanzati

- Oltre il 60% delle violazioni **comporta una qualche forma di hacking** (richiede difese avanzate)
- **L'80% delle aziende** ha subito un attacco
- XDR e EPP sono associate a una riduzione dell'**82,5% degli incidenti gravi di sicurezza**

Il perimetro di attacco si sta spostando oltre l'endpoint

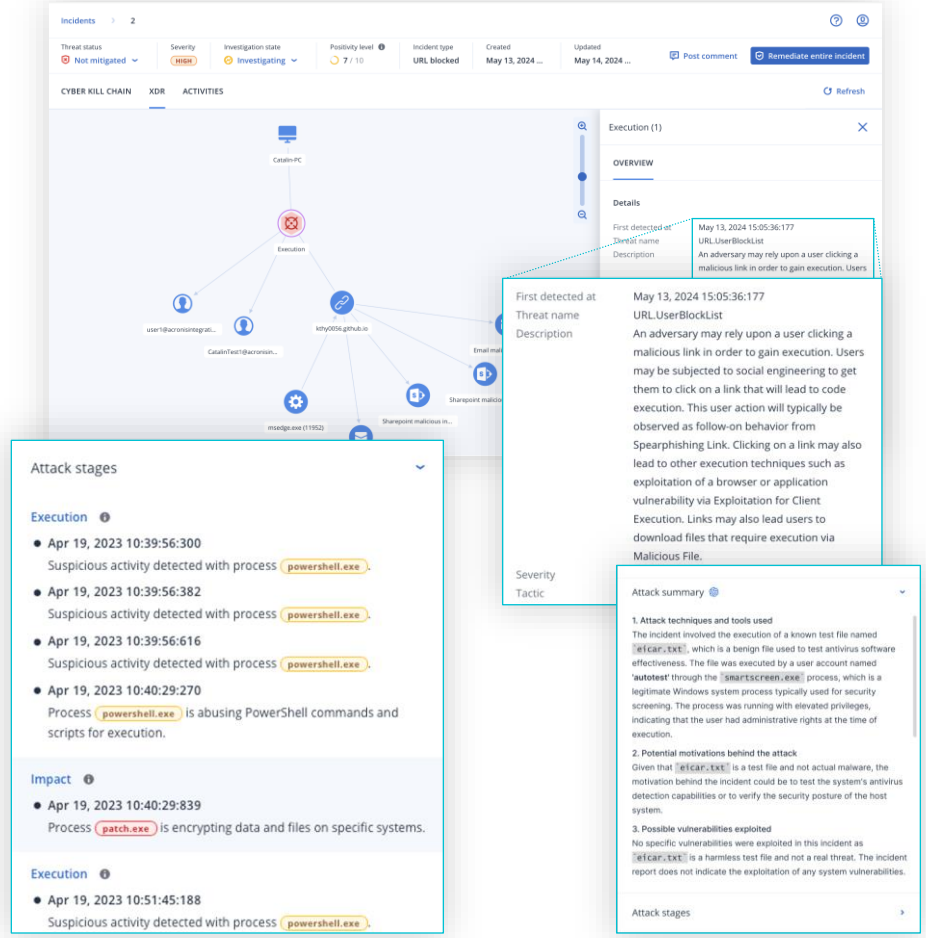
- Quasi il **40% delle violazioni comprende credenziali compromesse** e oltre il **15% il phishing** (le soluzioni EPP affrontano questi problemi solo parzialmente)
- **Il 76% dei team** di security/IT ha problemi dovuti all'assenza di una **visione comune** di app e asset

La violazione è inevitabile: occorre essere preparati

- **70 giorni** per contenere una violazione
- **4.35 milioni** – costo totale medio di una violazione dei dati
- **La mancata segnalazione** di incidenti di sicurezza entro un termine rigoroso può comportare sanzioni

La visibilità con Acronis XDR

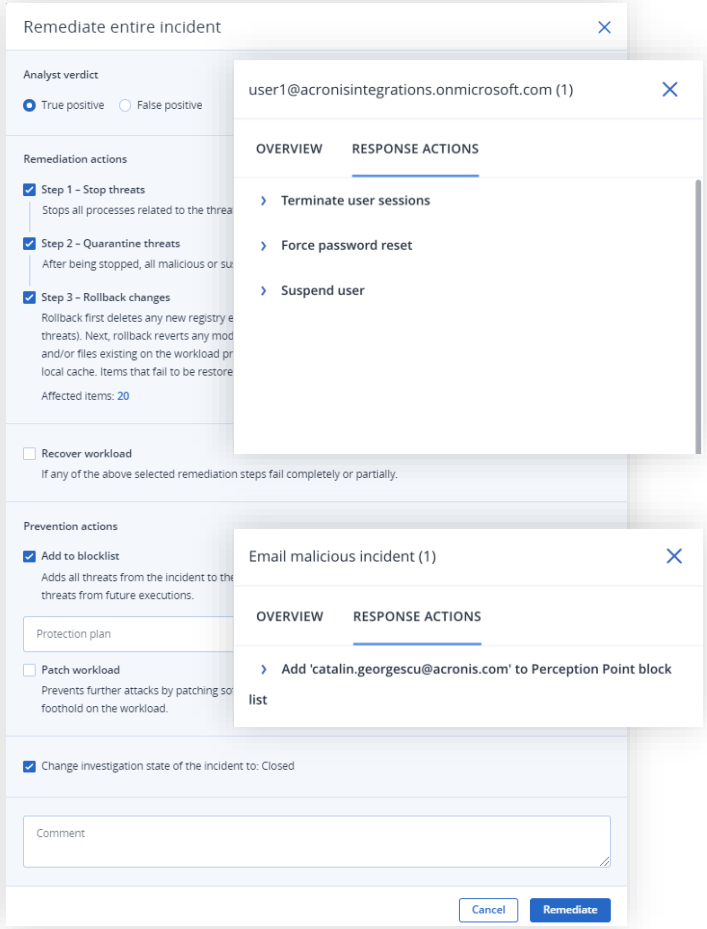
- Integrato nativamente con il framework di sicurezza del **NIST**
- Visibilità completa dell'attacco
- Dashboard semplice e interpretazione da **modelli AI**
- Catena di attacco basata sul framework **MITRE**
- Oltre il classico EDR:
  - Endpoint
  - Email
  - Identity
  - Applicazioni Microsoft 365



Non solo remediation

XDR che non si limita a rimediare ma garantisce la continuità aziendale

- **Indagare** – connessione remota, backup forense
- **Contenere le minacce** – isolamento, terminazione della sessione utente
- **Rimediare** – arresto dei processi dannosi, quarantena, rimozione di allegati e URL, sospensione degli account, rollback
- **Prevenire** – gestione delle patch, blocco degli indirizzi email, reimpostazione forzata della password
- **Ripristinare** – ripristino a livello di file/immagine, rollback specifico per l'attacco, disaster recovery
- **Estendere** le azioni di risposta EDR non solo agli endpoint



Proteggi le superfici di attacco vulnerabili

Una soluzione progettata per MSP, **un'unica console cloud** e un **unico agente** per **XDR, EDR, MDR, DLP, Disaster Recovery, Backup, Monitoraggio e RMM**

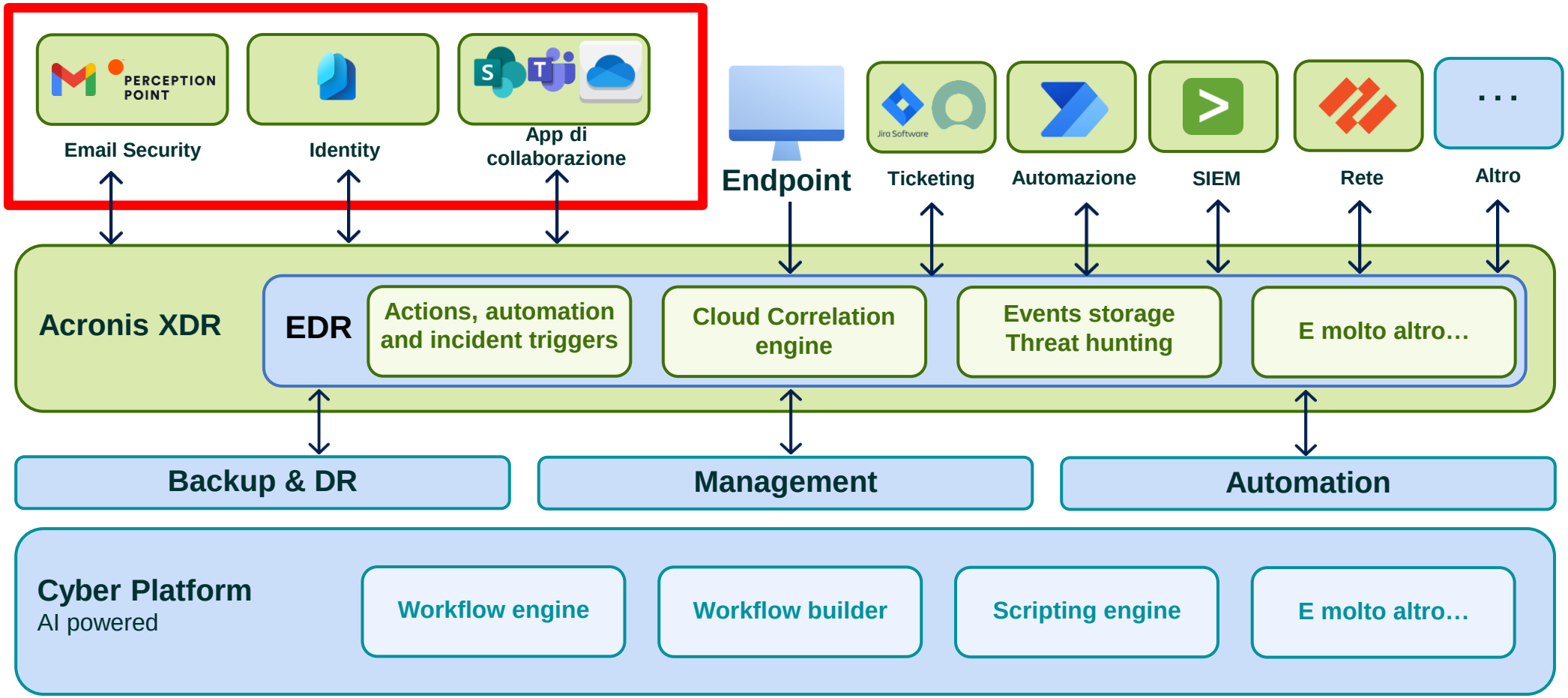
Progettato per proteggere gli endpoint con visibilità sulle superfici di attacco più vulnerabili, tra cui:

- Endpoint – Windows
- Email – Advanced Email Security (Perception Point)
- Identity – Entra ID
- Microsoft 365, inclusi SharePoint, OneDrive, Teams – Protezione delle App di Collaborazione (Perception Point)

Nuove integrazioni in roadmap

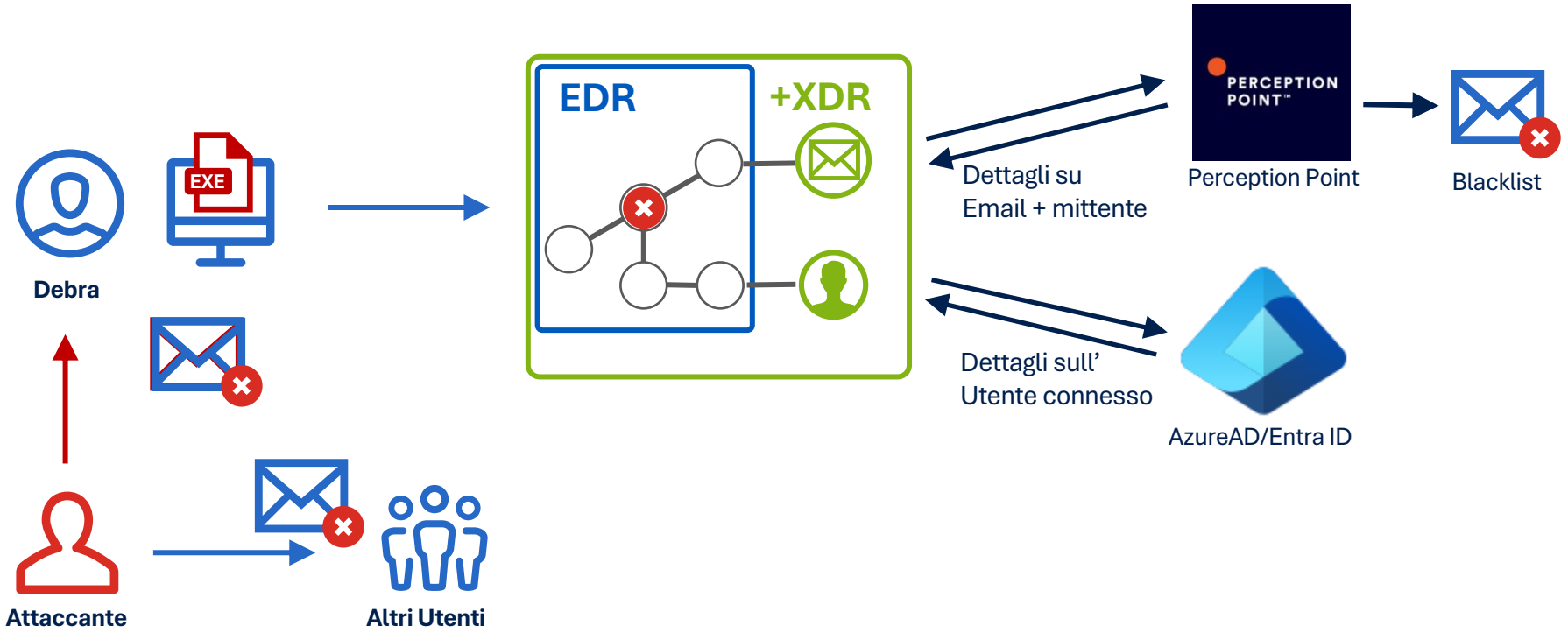
PERCEPTION POINT™

Panoramica XDR Acronis



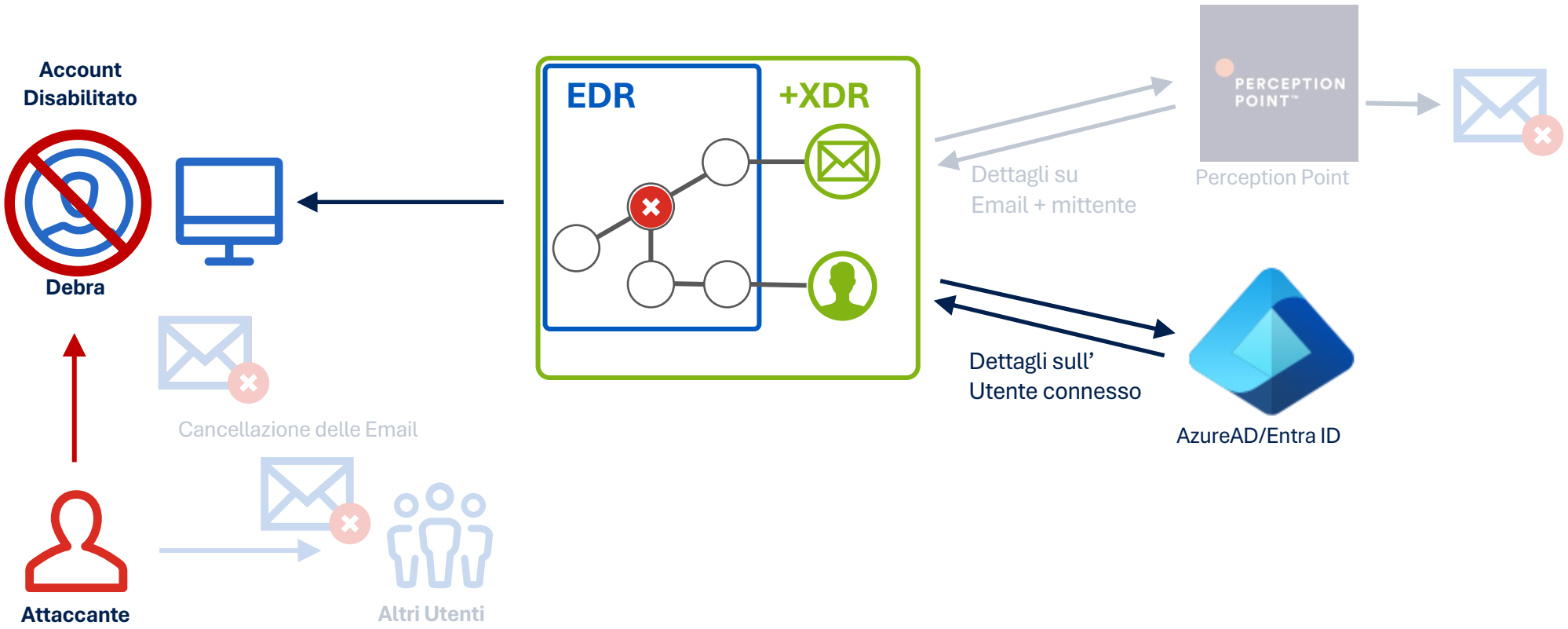
Panoramica Demo

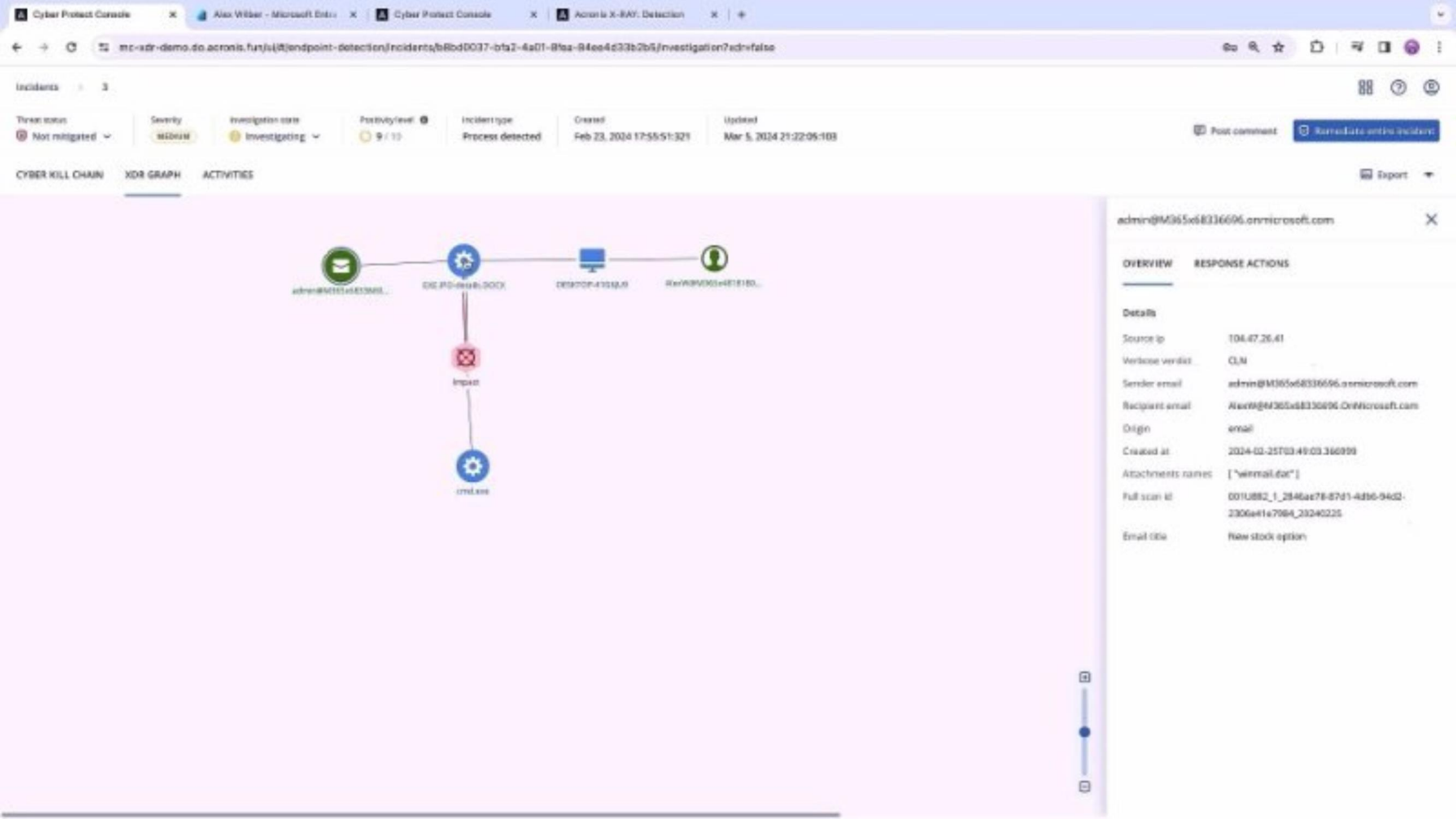
Attacco Phishing



Response

Identity Management




Cyber Protect Console
Alex Wilber - Microsoft Entra
Cyber Protect Console
Acronis X-RAY: Detection
mc-xdr-demo.do.acronis.fun/ui/#/endpoint-detection/incidents/b8bd0037-bfa2-4a01-8faa-84ee4d33b2b5/investigation?adv=false
Incidents
3
Threat status
Not mitigated
Severity
MEDIUM
Investigation state
Investigating
Positivity level
9 / 10
Incident type
Process detected
Created
Feb 23, 2024 17:55:51.321
Updated
Mar 5, 2024 21:22:05.103
Post comment
Remediate entire incident
CYBER KILL CHAIN
XDR GRAPH
ACTIVITIES
Export
Impact
cmd.exe
admin@M365x68336696.onmicrosoft.com
OVERVIEW
RESPONSE ACTIONS
Details
Source ip
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Verdict verdict
CLN
Sender email
admin@M365x68336696.onmicrosoft.com
Recipient email
AlexW@M365x68336696.OnMicrosoft.com
Origin
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Attachments names
["winmail.dat"]
Full scan id
001U882_1_2846ae78-87d1-4d90-94d2-2306e41e7084_20240225
Email title
New stock option

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Soluzione Pluripremiata

ICSA Labs Certified
0 falsi positivi

AV-Test Certified
Detection and Blocking of Advanced Attacks —
Rilevamento 100%
0 falsi positivi

Leader in FrostRadar: Endpoint Security Global

Certificazione OPSWAT Platinum per l'anti-malware

Medaglia d'Oro per la protezione degli Endpoint

4.5 Excellent

IDC MarketScape: Worldwide Cyber-Recovery Leader

Membro dell'Anti-Malware Testing Standard Organization

Membro di Microsoft Virus Initiative

Partecipante e vincitore di Anti-Malware Test Lab

Membro di VIRUSTOTAL

Membro di Cloud Security Alliance

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“It takes 20 years to build a reputation and few minutes of cyber-incident to ruin it.”

Stephane Nappo

TD SYNNEX

ANDREA CATAPANO

Cloud Sales Specialist TD SYNNEX

Licensing e Pricing

Licensing

Upgrade a Advanced Security + XDR:

- Nella console di Acronis Cyber Protect Cloud, il pacchetto Advanced Security + XDR è al posto del pacchetto Advanced Security + EDR.
- I partner devono abilitare le funzionalità XDR (nelle schede Problemi e Integrazioni) – altrimenti verranno utilizzate solamente le funzionalità di Advanced Security e EDR.

Fatturazione per funzionalità utilizzata (EDR o XDR)

- L'SKU Advanced Security + EDR rimarrà
- I partner verranno fatturati in base alle funzionalità attivate a livello di tenant del cliente – o Advanced Security + EDR o Advanced Security + XDR, non entrambi.

Modelli di licensing:

Applicabile sia al modello di licensing per-workload che per-GB di Acronis Cyber Protect Cloud

Funzionalità	EDR	XDR
Anti Virus– motore statico e comportamentale	✓	✓
Rilevamento basato su AI/ML	✓	✓
Protezione da ransomware con rollback automatico	✓	✓
Filtro URL	✓	✓
Prevenzione degli Exploit	✓	✓
Autoprotezione	✓	✓
Rappresentazione grafica della catena di attacco	✓	✓
Mappatura delle tecniche di attacco su MITRE	✓	✓
Analisi e riepilogo basati su AI	✓	✓
Risposta agli incidenti e rollback	✓	✓ esteso
Threat hunting e ricerca degli eventi	✓ EAP	✓ esteso
Correlazione dei rilevamenti da Cloud	✓	✓ esteso
Integrazione di sorgenti di dati aggiuntive email (Adv. Email Security), identity (Entra ID), M365 apps (Collaboration App Security)		✓
Azioni di risposta integrate (disabilitare account utente)		✓
Gestione delle patch	Additional license	Additional license
DLP	Additional license	Additional license
Servizio MDR	Additional license	Additional license

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Prezzo per singolo workload protetto

SKU Name	DC group	SKU	Commitment 1	Commitment 2	Commitment 3	Commitment 4	Commitment 5	Commitment 6
			250 EUR	500 EUR	1.000 EUR	2.000 EUR	4.000 EUR	10.000 EUR
Advanced Security **+ XDR** - WL - G1 - Acronis Cyber Protect Cloud	G1	SRXAMSENS	1,70 EUR	1,55 EUR	1,36 EUR	1,20 EUR	1,06 EUR	0,95 EUR

SKU Name	DC group	SKU	Commitment 1	Commitment 2	Commitment 3	Commitment 4	Commitment 5	Commitment 6
			250 EUR	500 EUR	1.000 EUR	2.000 EUR	4.000 EUR	10.000 EUR
Advanced Security **+ EDR** - WL - G1 - Acronis Cyber Protect Cloud	G1	SRXAMSENS	1,00 EUR	0,90 EUR	0,80 EUR	0,70 EUR	0,62 EUR	0,55 EUR

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Competitive Displacement Promotion

Switch to Acronis Cyber Protect Cloud and get a 100% rebate on Acronis usage.

Promotion

1. All new and existing Acronis partners are eligible for this offer.
2. Acronis will offer 100% rebate on the Acronis usage until the end of the remaining contract with the Service Provider's current vendor.
3. If the number of migrated workloads by a partner exceeds 100 within the scope of this offer, Acronis will provide Professional Services assistance for up to 3 man-days in order to assist with the migration, included in this offer.
4. Migration of workloads must be completed within 3 months from when the offer is agreed with the partner, unless otherwise agreed with Acronis.
5. Rebate will be provided monthly, for a maximum of 12 months after the migration of selected workloads to Acronis has been completed, unless otherwise agreed with Acronis.
6. Partners must be already on or sign a minimal commitment contract with Acronis in order to be eligible for this offer.

Eligibility

All new and existing Acronis partners.

https://www.techtarget.com/searchsecurity/definition/extended-detection-and-response-XDR
https://www.acronis.com/en-us/blog/posts/what-is-xdr/
https://www.verizon.com/business/resources/reports/dbir/
https://www.verizon.com/business/en-gb/resources/2022-data-breach-investigations-report-dbir.pdf
https://media.bitpipe.com/io_15x/io_152272/item_2184126/ponemon-state-of-vulnerability-response-.pdf
Cost of data breach report
https://www.av-comparatives.org/vendors/acronis/
https://www.acronis.com/en-us/blog/posts/...advanced-protection-test-commissioned-by-av-testorg/
https://www.icsalabs.com/sites/default/files/2022_01_testing_report.html
https://www.pcmag.com/reviews/acronis-cyber-protect
https://www.virusbulletin.com/testing/vb100/
https://nvlpubs.nist.gov/nistpubs/CSWP/NIST.CSWP.29.pdf
https://attack.mitre.org/matrices/enterprise/

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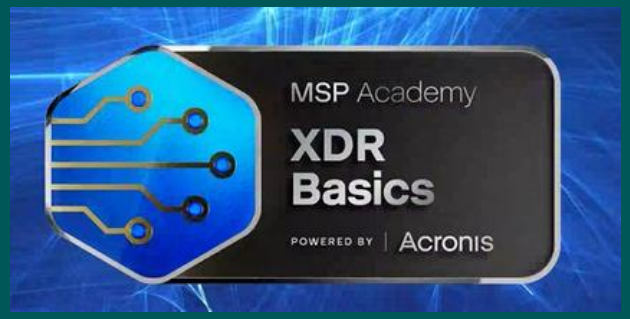
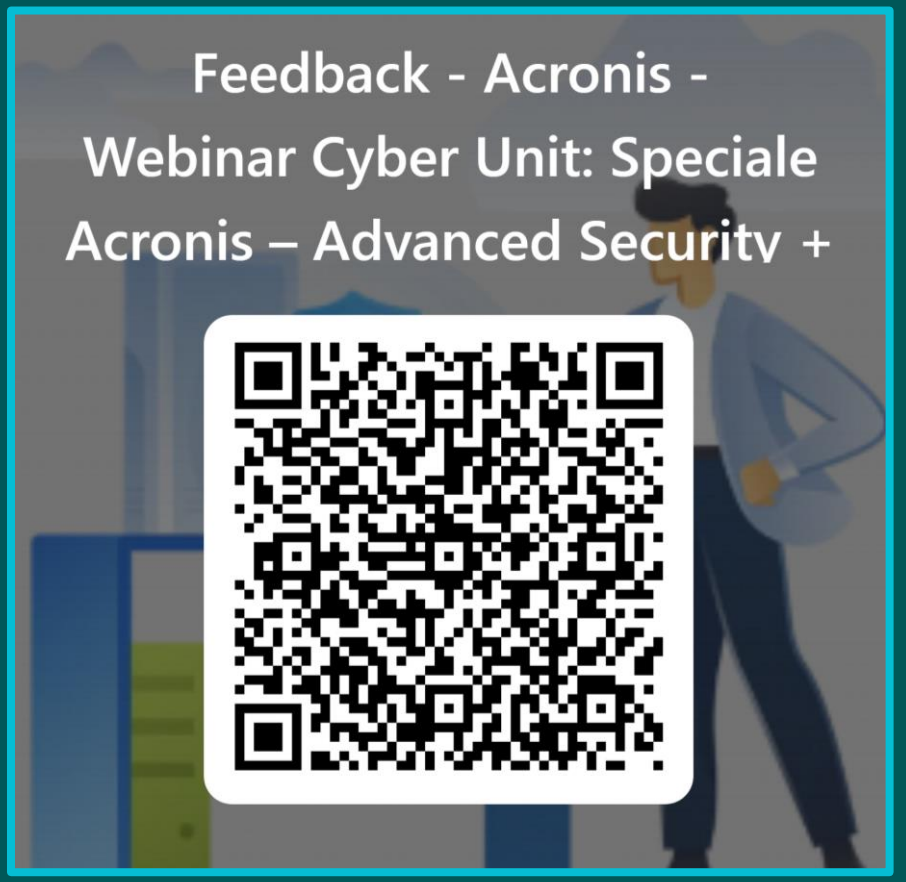
OTTIENI SUBITO IL TUO BADGE!
Supera il quiz MSP Academy su XDR Basics!





Team Acronis: cloud.it@tdsynnex.com