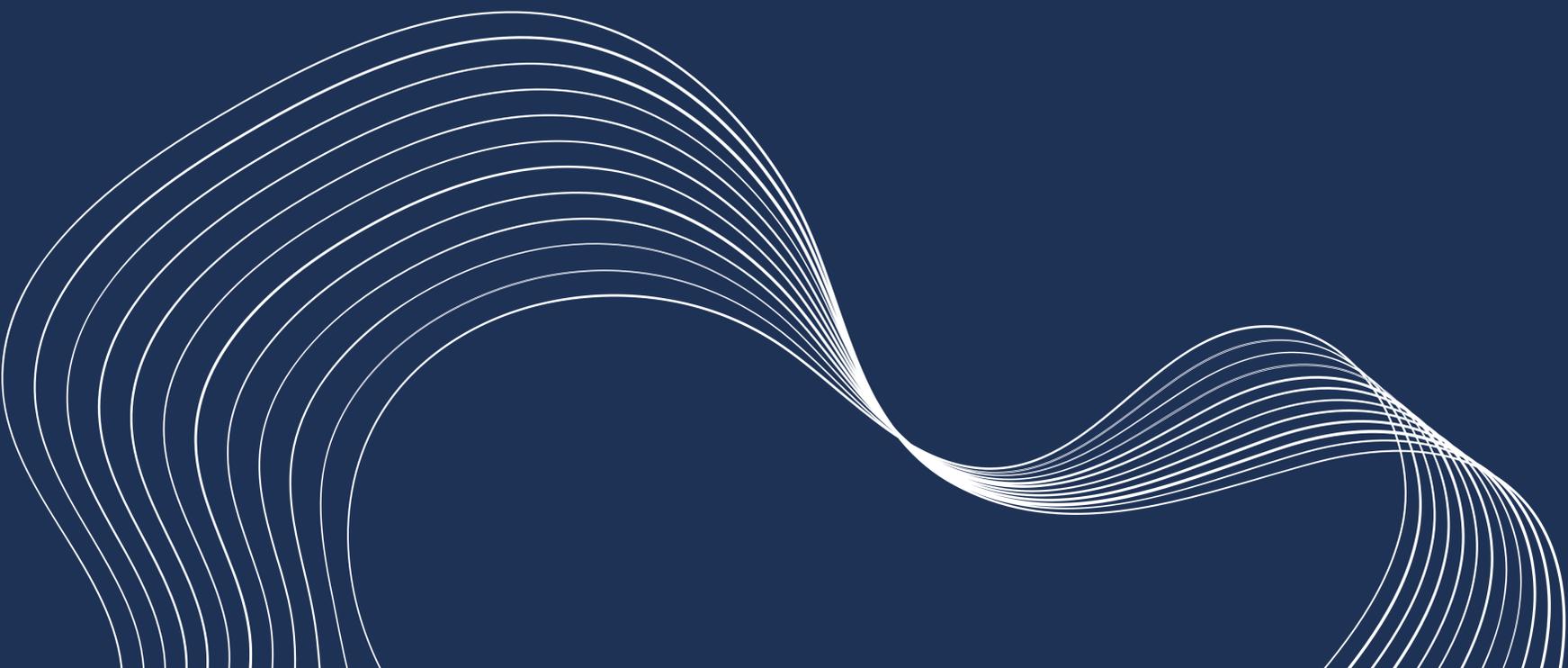




**BDRShield** (formerly BDRSuite)

**VS**  
**Acronis**

**Cost-Effective, Scalable Backup & DR for  
MSPs, SMBs, and Mid-Market Enterprise  
Businesses**



## Executive Summary

This comparison evaluates BDRShield and Acronis Cyber Protect Cloud as backup and disaster recovery platforms for three distinct audiences: Managed Service Providers (MSPs), Small and Medium Businesses (SMBs), and Mid-Market Enterprises. BDRShield emerges as a compelling alternative for organizations prioritizing cost-efficiency, operational simplicity, and comprehensive workload protection from a single unified platform.

### Top 3 Key Differentiators:

**1. Pricing & TCO:** BDRShield delivers up to 70% guaranteed cost savings compared to Acronis with industry-lowest pricing, flexible licensing (monthly, annual, perpetual), and 3X higher partner margins for MSPs. Acronis pricing starts at \$59-\$85/year per workload with multiple editions and add-on packs required for full functionality.

**2. Unified Management Simplicity:** BDRShield provides both cloud-managed and self-hosted consoles with unified management for all workloads (Endpoints, Servers, SaaS, VMs, cloud VMs) and storage targets without requiring multiple products or add-on packs. Acronis requires separate “Advanced Backup” pack for enterprise features.

**3. MSP-First Architecture:** BDRShield offers true multi-tenancy with monthly billing, white-labeling, no minimum commitments, and simplified licensing. Acronis Cyber Protect Cloud provides multi-tenancy but requires monthly purchase/resale commitments and offers three pricing models (solution-based, per-workload, per-GB) that can add complexity to MSP operations.

# Decision Matrix

Decision Criteria	BDRShield Summary	Acronis Summary	Business Impact	Best Suited For
<b>Total Cost of Ownership</b>	Industry-lowest pricing with perpetual and subscription options; no minimum purchase requirements; monthly billing for MSPs	Starting from \$59-\$85/year per workload; Standard, Advanced, and Backup Advanced editions with tiered pricing; Advanced Backup pack required for CDP and enterprise database support	<b>High Impact:</b> BDRShield offers 70% guaranteed cost savings over 3 years, particularly significant for SMBs and cost-conscious mid-market organizations	<b>BDRShield:</b> Budget-conscious SMBs, MSPs with thin margins
<b>Ease of Use &amp; Learning Curve</b>	Simple, intuitive UI requiring minimal training; single edition for all features; ready to deploy in minutes	Acronis #CyberFit Academy offers 120+ courses with certifications; multiple editions (Standard, Advanced, Backup Advanced) require understanding of feature sets	<b>High Impact:</b> BDRShield eliminates need for dedicated backup specialists and certification programs; but Acronis adds training costs	<b>BDRShield:</b> IT teams without specialized backup staff
<b>MSP Multi-Tenancy</b>	Built-in true multi-tenancy with centralized management, monthly billing, white-labeling, PSA/RMM integration out-of-box	Multi-tenant architecture with three licensing models (solution-based, per-workload, per-GB); requires monthly purchase/resale commitment; centralized management console included	<b>Medium Impact:</b> BDRShield's no-commitment model provides greater flexibility; Acronis requires minimum monthly commitments but offers flexible pricing models	<b>BDRShield:</b> MSPs seeking simplified operations and no long-term commitments
<b>Workload Coverage</b>	Single platform protects: endpoints, servers (Windows/Linux/Mac/NAS), VMs (VMware, Hyper-V, Proxmox, KVM, oVirt), cloud VMs (AWS, Azure), SaaS (M365, Google Workspace), DBs/Apps (SQL, MySQL, PostgreSQL, Exchange, SharePoint)	Standard edition covers basic workloads; Advanced Backup pack required for CDP, expanded database support (Oracle DB clusters, SAP HANA, SQL clusters, Exchange clusters), and advanced features	<b>Medium Impact:</b> BDRShield's unified licensing simplifies procurement; Acronis requires edition selection and optional packs for full functionality	<b>BDRShield:</b> Organizations needing diverse workload protection under unified licensing
<b>Management Console Options</b>	Choice of cloud-managed (SaaS) or on-premise deployment; single console for all workloads and storage targets	Cloud-based multi-tenant management console; Standard and Advanced editions available with different feature sets	<b>Medium Impact:</b> Both platforms offer cloud management; BDRShield provides on-premise option for compliance-sensitive industries	<b>BDRShield:</b> Organizations requiring on-premise control

Decision Criteria	BDRShield Summary	Acronis Summary	Business Impact	Best Suited For
<b>RTO/RPO Capabilities</b>	Instant Boot VM (≤1 minute), VM replication with failover/failback, backup scheduling down to every 15 minutes, automated backup verification, granular recovery options	Continuous Data Protection (CDP) for near-zero RPO (available in Advanced Backup pack), Instant Recovery, backup frequency up to 6x per day for M365/Google Workspace	<b>Low Impact:</b> Both platforms support aggressive RTO/RPO targets; Acronis CDP requires Advanced Backup pack and additional configuration	<b>Tie:</b> Both platforms capable of meeting enterprise RTO/RPO requirements
<b>Ransomware Protection</b>	Immutable backups (Linux hardened repo + cloud object lock), anomaly detection, malware scanning (pre-backup/pre-restore), MFA, air-gapped copies, 3-2-1 implementation, custom restore passwords	AI-powered malware detection, ransomware protection, vulnerability assessments, immutable backups, URL filtering, 3-2-1 backup strategy support, integrated cybersecurity (antivirus, EDR available)	<b>Low Impact:</b> Both platforms offer robust ransomware defense; Acronis integrates broader cybersecurity features (antivirus, EDR) into the platform; BDRShield provides comprehensive protection at lower cost	<b>Tie:</b> Both platforms provide enterprise-grade ransomware resilience
<b>Support &amp; SLA</b>	24/7 technical support included with all licenses (subscription and perpetual with AMC) - Highly responsive support	24/7 support available; certified partners receive benefits; community forums and extensive knowledge base	<b>Medium Impact:</b> BDRShield's inclusive support model reduces hidden costs; Acronis users report varying support quality with some complaints about slow response and resolution times	<b>BDRShield:</b> Businesses & MSPs requiring consistent, responsive support regardless of account size
<b>Compliance Readiness</b>	Security practices support SOC 2, HIPAA, GDPR, ISO 27001 compliance; customizable retention policies (basic and GFS), audit logs, RBAC & more	Supports major compliance frameworks	<b>Medium Impact:</b> Both platforms support major compliance frameworks	<b>Tie:</b> Both platforms support major compliance frameworks required for businesses & MSPs
<b>Scalability</b>	Unlimited clients and workloads; scales from single endpoint to enterprise; pay-only-for-what-you-use model	Scales from SMB to large enterprise;	<b>Low Impact:</b> Both platforms scale effectively	<b>Tie:</b> Both platforms suitable for growth-oriented organizations

# Feature-by-Feature Comparison

## Platforms & Hypervisors

Feature	BDRShield	Acronis
<b>Endpoints &amp; Servers</b>	<ul style="list-style-type: none"><li>• Windows Server 2012 &amp; above</li><li>• Windows 8.1 &amp; above</li><li>• Linux (Debian, Ubuntu, CentOS, RHEL, SUSE)</li><li>• Mac (Intel &amp; ARM)</li></ul>	Windows, Linux, Mac, IBM AIX, Oracle Solaris
<b>SaaS</b>	<ul style="list-style-type: none"><li>• Microsoft 365</li><li>• Google Workspace</li></ul> (SaaS backup available within unified console)	Microsoft 365 (native), Google Workspace (native)
<b>Virtual Platforms</b>	<ul style="list-style-type: none"><li>• VMware vSphere 5.X-8.X</li><li>• Hyper-V 2012-2025</li><li>• Proxmox VE 7.4-8.4</li><li>• KVM (Debian, Ubuntu, RHEL-based)</li><li>• oVirt 4.5+</li></ul>	VMware vSphere, Hyper-V, Nutanix AHV
<b>Cloud Platforms</b>	AWS EC2 Instances, Azure VMs	AWS, Azure, Google Cloud
<b>Databases</b>	SQL Server 2012-2022, MySQL 5.7-8.1, PostgreSQL 12-15	SQL Server, MySQL, PostgreSQL, Oracle DB clusters (Advanced Backup pack), SAP HANA (Advanced Backup pack), MariaDB
<b>Applications</b>	Exchange Server, SharePoint Server	Exchange Server (including clusters with Advanced Backup), SharePoint, Active Directory

**Verdict:** BDRShield offers broader native out-of-box coverage including Proxmox, KVM, and oVirt.

## Backup & Recovery Types

Feature	BDRShield	Acronis
<b>Backup Types</b>	File/Folder, Disk Image (Windows), Agentless VM, Cloud VM, Application, Database, SaaS	Image-based, file-level, application-aware, agent-based, agentless
<b>Backup Frequency</b>	Every 15 minutes, hourly, daily, weekly, monthly, custom for all backups	Every 15 minutes minimum
<b>Deduplication</b>	40-70% data savings	Variable compression (source-side and target-side); some users report unexpected data growth in cloud backups
<b>Retention</b>	Basic and GFS (Grandfather-Father-Son) policies	GFS, custom retention, flexible policies
<b>Instant Recovery</b>	Instant Boot VM (VMs & physical servers to any hypervisor in <1 minute)	Instant VM Recovery, Instant File-Level Recovery
<b>Granular Recovery</b>	File-level, disk-level, application-item level (Exchange, SQL, AD, SharePoint), M365/Google Workspace item recovery	File-level, application-item, VM disk, SQL, Exchange, AD, SharePoint, M365/Google Workspace mailbox and OneDrive recovery
<b>Cross-Platform</b>	V2V, P2V, V2P migration; restore to Azure	V2V, P2V capabilities
<b>Bare Metal Recovery</b>	Yes (same or different hardware)	Yes (Acronis Universal Restore to dissimilar hardware)
<b>VM Replication</b>	VMware & Hyper-V with failover/failback	Replication for major hypervisors; Disaster Recovery service available

**Verdict:** Both platforms offer comprehensive backup and recovery capabilities. BDRShield's Instant Boot VM works across hypervisors (VMware, Hyper-V, KVM) regardless of source, providing greater flexibility.

## Storage & Cloud Integration

Feature	BDRShield	Acronis
<b>Storage Targets</b>	<ul style="list-style-type: none"> <li>• <b>On-Premise Storage</b> - Local disk, NAS, SAN, dedupe appliances</li> <li>• <b>BDRShield Cloud</b> - our secure, cost-effective storage</li> <li>• <b>Your Public Cloud</b> - Amazon S3, Azure Blob, Google Cloud, Wasabi, any S3-compatible storage</li> </ul>	Local, NAS, SAN, deduplication appliances, Acronis Cloud Storage, object storage (S3, Azure Blob), partner-hosted storage
<b>Hybrid Storage</b>	Yes (simultaneous local + cloud)	Yes (flexible deployment options)
<b>Cloud Storage</b>	Optional BDRShield Cloud (cost-effective) + BYOC options	Acronis Cloud Storage included (250 GB with all plans); unlimited for M365; pooled storage at tenant level
<b>Offsite/DR Copy</b>	Built-in offsite replication to remote datacenter or cloud	Backup replication, Disaster Recovery service available

**Verdict:** Both platforms support hybrid and cloud storage. BDRShield's pricing on cloud storage is noted as more cost-effective.

## Security & Ransomware Protection

Feature	BDRShield	Acronis
<b>Immutable Backups</b>	Yes (Linux hardened repo + Object Lock for cloud storage)	Yes (immutable backups via repository settings and object storage)
<b>Malware Scanning</b>	Pre-backup and pre-restore scanning	AI-powered malware detection, real-time protection, inline entropy analysis, 99% malware detection rate
<b>Anomaly Detection</b>	Yes (suspicious activity detection)	Yes (integrated threat detection, Active Protection against ransomware)
<b>Encryption</b>	End-to-end (in transit & at rest)	AES-256 encryption (in transit & at rest)
<b>MFA</b>	Yes (enforced at every login)	Yes
<b>RBAC</b>	Role-based access control	Role-based access with granular permissions
<b>Air-gapped Copies</b>	Yes (3-2-1 implementation)	Yes (3-2-1 backup strategy support)
<b>Ransomware Recovery</b>	Automated backup verification, instant recovery from immutable copies	Secure Restore, verified backups, integrated antivirus/anti-malware protection, vulnerability assessments

**Verdict:** BDRShield provides strong ransomware protection focused on backup integrity and recovery at significantly lower cost.

## MSP-Specific Features

Feature	BDRShield	Acronis
<b>Multi-Tenancy</b>	Built-in true multi-tenancy	Multi-tenant architecture with centralized management
<b>Monthly Billing</b>	Yes (MSP-exclusive)	Yes (requires monthly purchase/resale commitment)
<b>White-Labeling</b>	Yes	Yes (partner branding options)
<b>Centralized Management</b>	Single dashboard for all clients	Multi-tenant management console
<b>PSA/RMM Integration</b>	Yes	Yes (integrations with ConnectWise, Kaseya, Autotask, others)
<b>Partner Margins</b>	3X higher margin potential	Standard channel margins with volume discounts and rebates available
<b>Minimum Commitments</b>	None	Monthly purchase/resale commitment required
<b>Client Onboarding</b>	Simplified rapid onboarding	Streamlined onboarding through centralized console

**Verdict:** BDRShield is purpose-built for MSPs with no minimum commitments and industry-leading margins. Acronis requires monthly commitments and provides standard channel margins.

## Licensing & Pricing Models

Feature	BDRShield	Acronis
<b>License Types</b>	Subscription (annual, 2-year, 3-year, 5-year) + Perpetual	Subscription (1-5 year terms); perpetual licensing being phased out
<b>Pricing Metrics</b>	Per endpoint, per server, per VM, per 500GB (NAS), per user (SaaS), per application, per GB (cloud storage)	Three models: Solution-based (bundled SKUs), Per-workload (flat price per device), Per-GB (usage-based); Standard starts at \$85/year, Advanced at \$129/year, Backup Advanced at \$109/year
<b>Monthly Billing</b>	Yes (MSP-exclusive)	Yes (for MSP partners with commitment)
<b>Minimum Purchase</b>	None	Varies by partner program; MSPs have monthly purchase/resale commitments
<b>Cost Position</b>	Industry-lowest pricing	Mid-to-premium pricing; users report it's more affordable than competitors but still represents significant investment
<b>Support Included</b>	24/7 support with all licenses	Included; priority support for certified partners
<b>AMC (Perpetual)</b>	Optional 1-5 year AMC after Year 1	N/A (phasing out perpetual)

**Verdict:** BDRShield offers significantly more cost-effective licensing with greater flexibility (monthly for MSPs, perpetual option, no minimums). Acronis provides multiple pricing models for MSPs but requires commitments and edition selection based on feature needs.

## Support, Training & Certification

Feature	BDRShield	Acronis
<b>Support Availability</b>	24/7 via email, chat, phone	24/7 support via email, chat, phone; quality varies per user reports
<b>Documentation</b>	KBs, FAQs, user guides, demo videos, solution briefs.	Extensive help center in 8 languages, best practices, community forums, video tutorials
<b>Training Requirements</b>	Minimal (simple UI, low learning curve)	Acronis CyberFit Academy with 120+ courses
<b>Certification Programs</b>	Courses and certifications are available.	Multiple certifications available (Foundation, Associate, Professional levels); free training available to partners; recertification courses reduce annual training from 20+ hours to <3 hours
<b>Support Experience</b>	Customer testimonials highlight responsiveness, knowledgeable staff, 100% satisfaction ratings	Mixed reviews; extensive knowledge base praised; some users report slow response times, inconsistent support quality, and difficulty escalating issues

**Verdict:** BDRShield’s simplicity eliminates certification requirements and training costs. Acronis offers comprehensive training programs that improve product utilization and reduce support incidents, but this adds to TCO. Support experiences vary significantly for Acronis users.

## 3-Year Total Cost of Ownership (TCO) Comparison: BDRShield vs Acronis

**Workloads: 150 VMs, 300 Endpoints, 200 M365 Users**

Cost Component	BDRShield (3 Yr List Price)	Acronis (3-Yr Estimate)
<b>Software Licensing</b>	\$39,600	\$89,000 - \$121,000
<b>Training/Certification</b>	\$0 (Free Training & Certification)	\$2,500 - \$4,500 (paid enablement & certification)
<b>Implementation</b>	Included	\$2,500 - \$4,500
<b>Support</b>	Included	Included
<b>Cloud Storage (Assuming 15 TB Data)</b>	\$16,200 (Optional) Applicable only if BDRCloud storage is used	\$43,200 - \$64,800
<b>Total 3-Year TCO (No Cloud)</b>	<b>\$39,600</b>	<b>\$94,000 - \$130,000</b>
<b>Total 3-Year TCO (With Cloud)</b>	\$55,800	\$137,200 - \$194,800
<b>Savings</b>	<b>58% - 71% Lower TCO with BDRShield</b>	

**Verdict:** BDRShield Delivers Up to 70% lower TCO vs. Acronis

### Assumptions:

- Acronis pricing reflects Standard/Advanced/Backup Advanced editions; Advanced Backup pack priced separately
- BDRShield pricing reflects 3-year subscription list rates, which already include long-term discounts. MSPs receive exclusive partner pricing, and businesses receive additional multi-year and volume-based discounts—further reducing TCO.
- Training costs assume optional certifications for Acronis staff
- Implementation costs reflect complexity differences
- Cloud storage costs vary by region and usage patterns; Acronis includes 250 GB base storage and unlimited M365 storage. Some Acronis users report unexpected data growth in backups that can increase storage costs.

## Conclusion & Recommendations

For MSPs, Mid-Market Businesses & SMBs, BDRShield delivers enterprise-grade data protection industry-lowest pricing, intuitive management, and comprehensive feature set making it an economically compelling alternative to Acronis’s cybersecurity-focused, integrated offering.

Mid-Market	SMBs	MSPs
<ul style="list-style-type: none"> <li>Hybrid environments (on-prem + cloud + SaaS) require unified management</li> <li>Compliance needs (GDPR, HIPAA, SOC 2) are met without premium pricing</li> <li>Scalability from current state to 2-3X growth without license renegotiation</li> <li>Cost optimization initiatives target 60-70% backup/DR savings</li> </ul>	<ul style="list-style-type: none"> <li>Budget constraints are significant (70% cost savings over Acronis)</li> <li>You lack dedicated backup specialists</li> <li>You need fast deployment without multi-day training</li> <li>Diverse workload coverage (VMs, physical, SaaS, cloud) under one license</li> <li>Perpetual licensing option provides CapEx benefits</li> </ul>	<ul style="list-style-type: none"> <li>You need true multi-tenancy without additional products</li> <li>Monthly billing and no minimum commitments fit your cash flow</li> <li>Higher margins (3X) &amp; Industry-lowest pricing for profitability</li> <li>Rapid client onboarding and simplified management</li> <li>Third-party integration, Branding, WebServices API</li> </ul>

Disclaimer: Product features, specifications, and pricing subject to change. Verify current details with vendors before making purchasing decisions. This comparison is provided for informational purposes only