

# From hoops to hard drives: The NBA's Philadelphia 76ers joins forces with Sourcepass and Acronis to secure data

Dunking on data loss and cyberthreats through the Acronis #TeamUp Program, Sourcepass backs up the 76ers efficiently and proactively.

## BACKGROUND

[Harris Blitzer Sports & Entertainment \(HBSE\)](#) is recognized as one of the most innovative and entrepreneurial companies in the industry. HBSE is a leading sports and entertainment organization that has grown an impressive global portfolio spanning the National Hockey League (NHL), National Basketball Association (NBA) and National Football League (NFL). HBSE manages and operates premier professional sports teams such as the Philadelphia 76ers, New Jersey Devils, Delaware Blue Coats and Utica Comets.

The 76ers partners with [Sourcepass, Inc.](#), a managed service provider (MSP) and valued partner of the Acronis [#TeamUp Program](#), for their cyber protection needs. Sourcepass provides managed IT cybersecurity, data protection, 24/7 live help desk support, network monitoring and reporting to businesses nationwide.

## THE CHALLENGE

The professional basketball industry is a fast-paced environment that's high profile in nature. NBA organizations handle, store and use vast amounts of data across all aspects of the business, including on the court. According to [Sasha Puric, the 76ers' Chief Technology Officer](#), one of the challenges of protecting critical data is that it spans multiple entities.

## KEY CHALLENGES

- Disparate data across business and analytics, sports and sports properties, collaboration and communication, and fan engagement.
- Fast-paced, high-profile organization with ever-changing IT infrastructure.

## KEY REQUIREMENTS

- Protect high volumes of data from diverse environments, including virtual machines, servers and Microsoft 365.
- Swift backup performance, reliable technology and top-tier support.

## KEY BENEFITS

- Built a dynamic partnership with Sourcepass through the Acronis #TeamUp Program.
- Centralized and unified cybersecurity and data protection.
- Gained peace of mind that data on and off the court are comprehensively protected to ensure best-of-breed fan experience.
- Sourcepass improved data backup ticket resolution by nearly 50%.



Acronis

SOURCEPASS



“We run a global sports business and it’s imperative that all of our data is securely backed up. Acronis helps our organization to operate efficiently knowing that our data is protected and easily accessible when we need it.”

Sasha Puric, the 76ers’ Chief Technology Officer

## THE SOLUTION

Protecting large volumes of disparate data requires dedicated expertise and technology. The 76ers collaborated with Sourcepass to achieve comprehensive protection through the Acronis #TeamUp Program. Sourcepass uses Acronis Cyber Protect Cloud with Advanced Backup, Acronis Management (RMM) and Acronis Security to secure the 76ers’ data — on and off the court. The natively integrated platform helps Sourcepass technicians simplify management by unifying data protection, cybersecurity, Microsoft 365 protection and endpoint management in a single console.

“We’re able to recover emails, SharePoint assets and all the data stored in the Microsoft 365 cloud. We can pull it back down to them (the 76ers) should anything

happen to their Microsoft 365 environment,” says Zach Sitas, Senior Backup and Disaster Recovery Manager of Sourcepass.

Puric shares his thoughts on the solution: “The performance of it (Acronis Cyber Protect Cloud) is remarkable. Sometimes you have a mailbox that doesn’t get backed up and you will get an individual alert on the specific mailbox. It tells you the exact email that was not backed up for ‘X’ reason. It gets granular. And we generate a lot of data from communications, so that data is mission critical for us.”

“It’s a single pane of glass from the reports and analytics perspective,” says Puric, “and we don’t need to treat Microsoft 365 any differently than we would other systems in our network.”



## THE RESULTS

Acronis Cyber Protect Cloud empowers Sourcepass to manage the 76ers' regular backups and Microsoft 365 cybersecurity and data protection easily and efficiently in a single solution. The 76ers scored reliable and comprehensive protection that gives the sports organization confidence that critical data is protected across diverse IT environments.

As a result of the winning technology partnership, Sourcepass also sees stark improvement in operational efficiency and growth.

“As a managed service provider, resolution time is important to us.” says Roli Points, Co-founder of Sourcepass, “We are a resource-intensive business. Having tools and platforms that allow us to be more efficient is more profitable for us and better for our clients because we can provide true business continuity. Having moved the Acronis platform, our teams are nearly 50% more efficient in resolving tickets on data backup for on prem and cloud systems.”



“The Acronis #TeamUp partnership is a brilliant program. It’s a win-win-win for the MSP and Acronis, but also the client. It gives the client an opportunity to work with top-tier professionals, leverage cutting edge technology and build a strong value proposition.”

Roli Points, Co-founder, Sourcepass



## About the Acronis #TeamUp Program

Acronis #TeamUp is a sports marketing program that empowers MSPs to partner with professional sports teams worldwide. The Acronis #TeamUp Program is a strategic technology partnership that helps MSPs of all sizes elevate brand recognition, generate leads and boost revenue. #TeamUp opens doors for growing MSPs of all sizes eager to leverage high-profile and high-visibility opportunities.

