

Everything as a Service

Giacom's vision to enable
MSPs to win every £ of an
SMB's technology spend



Imagine
what we can
do together

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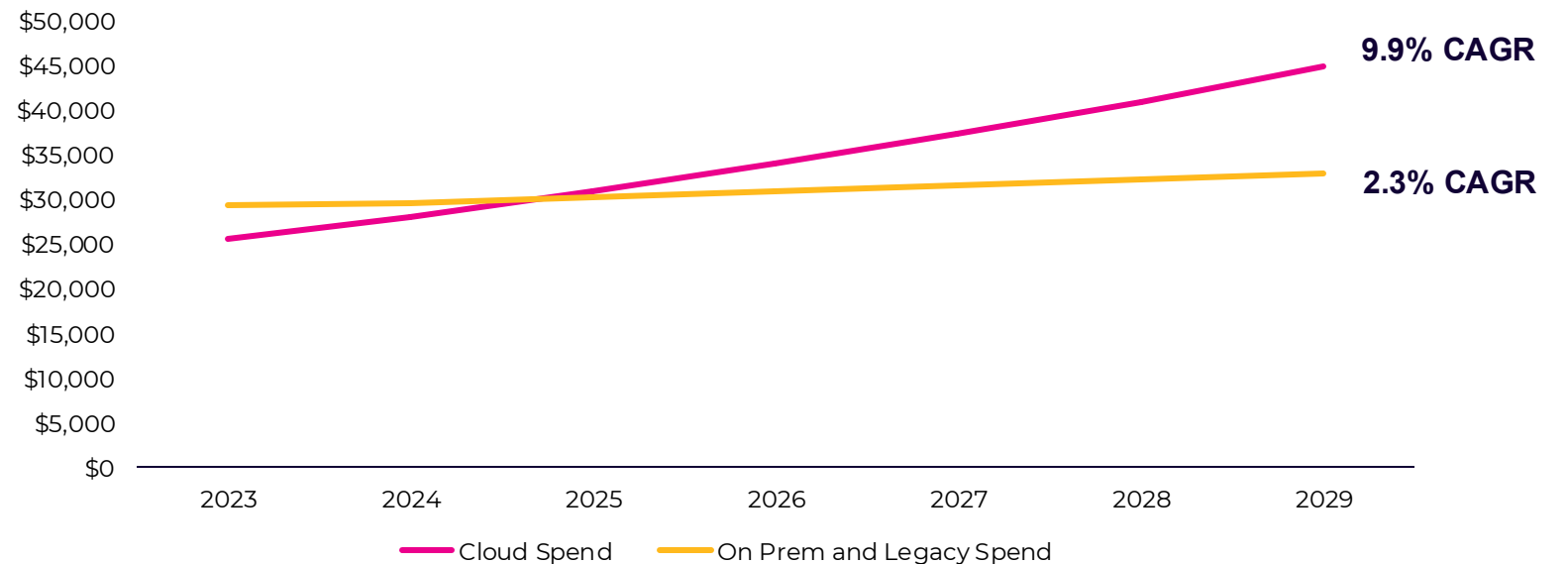
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UK SMB is a huge, growing market

Moving to Subscription + Service - the model MSPs are set up to deliver

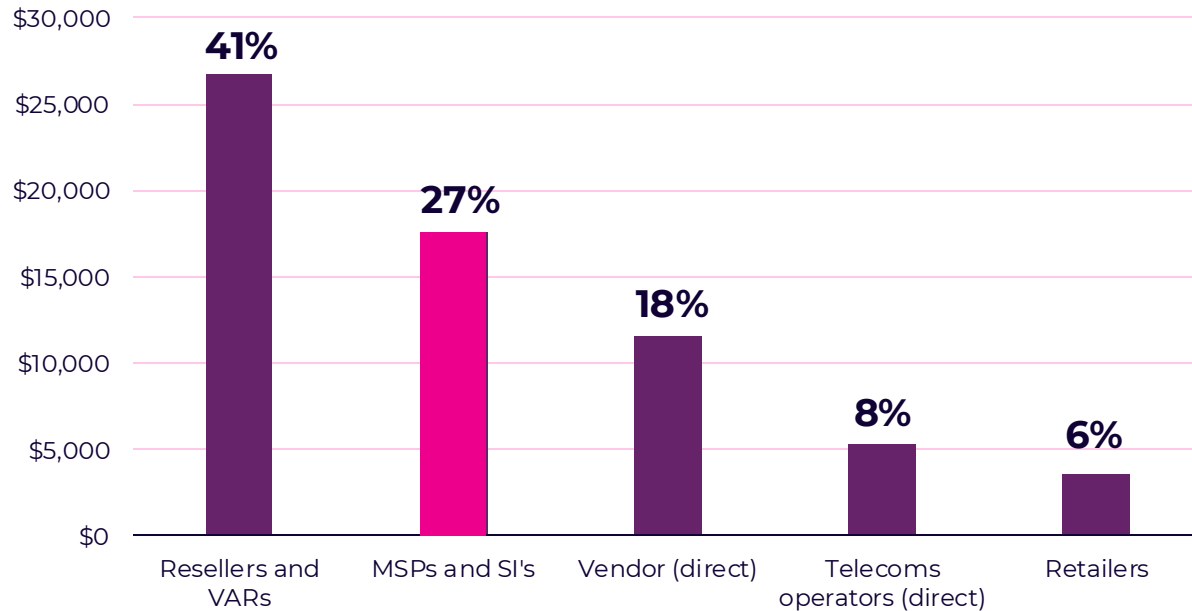


Total ICT Market Share
UK SMB's with 1-500 employees



Where the champions of SMB own less than 1/3rd market share

IT Spend Route to Market 2026
UK SMBs with 1-500 employees



50% of cyber security still on premise

56% of server/storage infrastructure still on premise

7 in 10 SMBs still buy connectivity from Telcos

9 in 10 SMBs still buy mobile from Telcos

OUR VISION

Software-Enabled Technology Marketplace

Enabling MSPs to grow fast and profitably deliver 'Everything as a Service' to SMBs

OUR MISSION

Every Small Business buys their IT from a local expert technology provider

A >£20bn opportunity for the channel
...and a leap in productivity for UK Plc

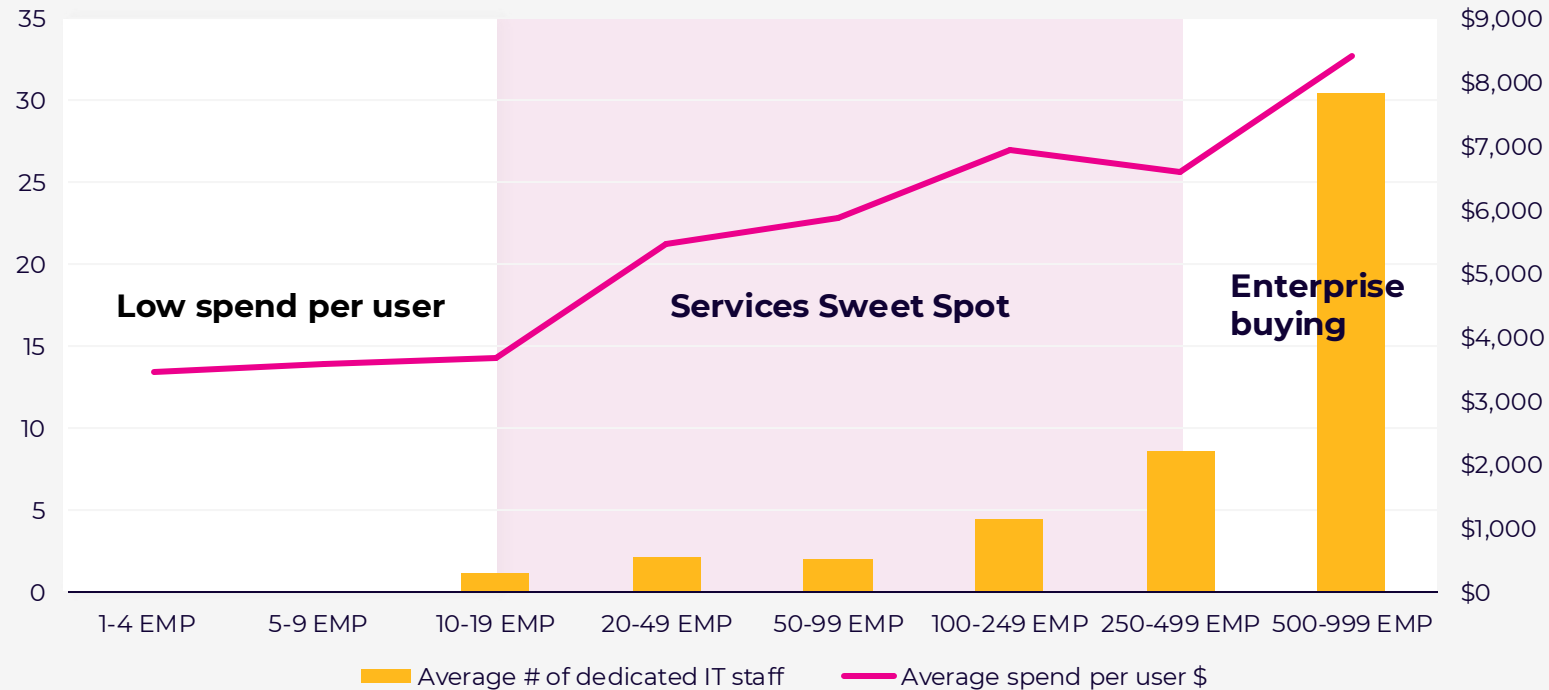
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SMBs struggling with IT complexity

Increasingly seeking a strategic IT partner

Dedicated IT staff and IT Spend per User
UK SMBs of different sizes



Sizing the MSP 'Art of the Possible'

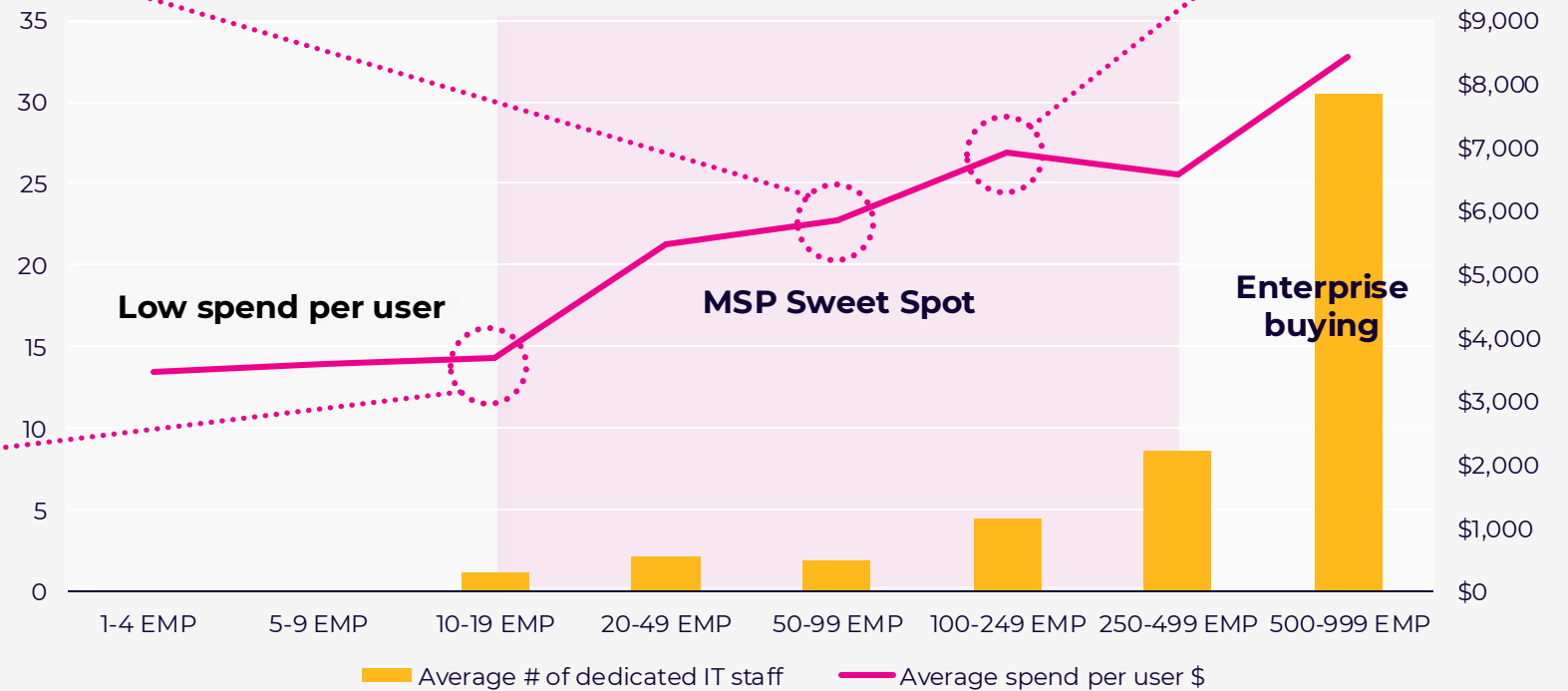
Per user spend for SMBs of different sizes

- 50-99 employee SMB
- £370 per user per month

- 100-249 employee SMB
- £420 per user per month

- 10-19 employee SMB
- £250 per user per month

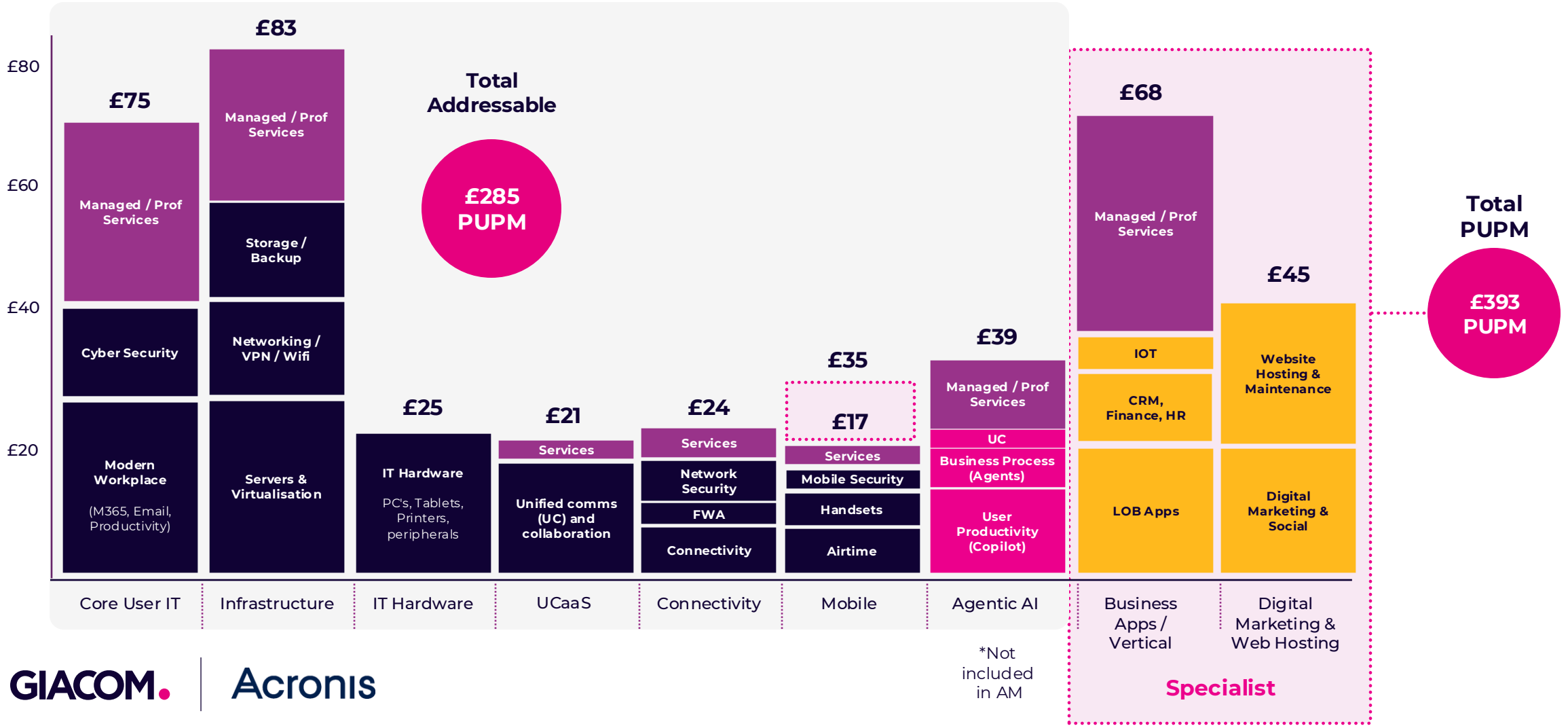
Dedicated IT staff and IT Spend per User
UK SMBs of different sizes



What does 'Everything as a Service' look like?

It is possible to do everything PUPM

50-99
Employee SMB



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Become an SMB's strategic technology partner

With Cyber Security
at the centre

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What are SMBs looking for in a Strategic Technology Partner in 2026

- 1. Cybersecurity, data protection and compliance support without complexity:** viewed as essential for survival. Don't want to manage security – just know it's covered. **57% of SMBs made it their #1 business priority in 2025**
- 2. Strategic guidance, but at the right level:** a guide, not a consultant army
- 3. Outcomes, not products:** blending technical expertise with business understanding
- 4. Simplicity and a single point of accountability:** across vendors and products - 'deal with this so we don't have to'
- 5. Proactive IT, not Break/Fix:** 'keep us running', with fast, human support
- 6. Cloud migration & XaaS adoption:** Move more infrastructure and software to the cloud for flexibility and predictable costs. Embrace "as-a-service" for everything from email to telephony.
- 7. Adopting new tech (AI, analytics):** Carefully invest in emerging tech that can drive productivity or customer experience. **~51% of SMBs want help with AI security policies as they explore GenAI.**
- 8. Clear, predictable pricing, with scalability:** want cost control and ROI; hate uncertainty and surprises, prefer flat rates and opex per user pricing
- 9. Build trusted, transparent, long-term relationships:** plain English communication

A one-stop trusted ally that provides security, stability and strategic guidance at a predictable, manageable cost

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Sources: Analysis Mason SMB Technology Forecaster, TechMonitor, TechAisle SMB technology priorities 2025, MSP Success, CloudTech, Infracore, Connectwise SMB Security Report 2025, Kaseya Global MSP Benchmark 2025, UK Gov Cyber Security Breaches Survey 2025

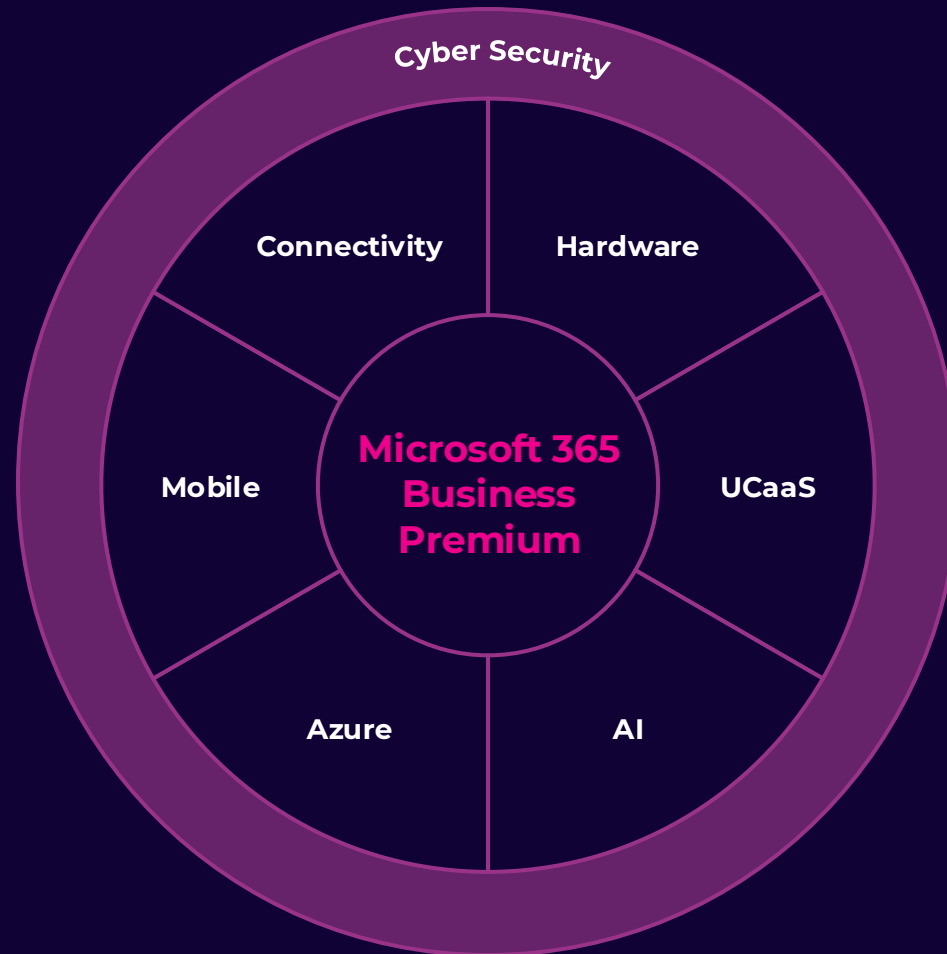
Build your SMB 'SuperProp'

Always led with Outcomes, not Products

Lead with Outcomes

ROI, KPIs, TCO, Productivity, Efficiency

Help me sleep at night, greater security, flexible work, more with less, improved customer service



Simple Technology Choices

Minimal # of vendors
Packaged Managed Services

Simple Commercials

Price per user per month, fixed price onboarding, rate card project costs

Value added services

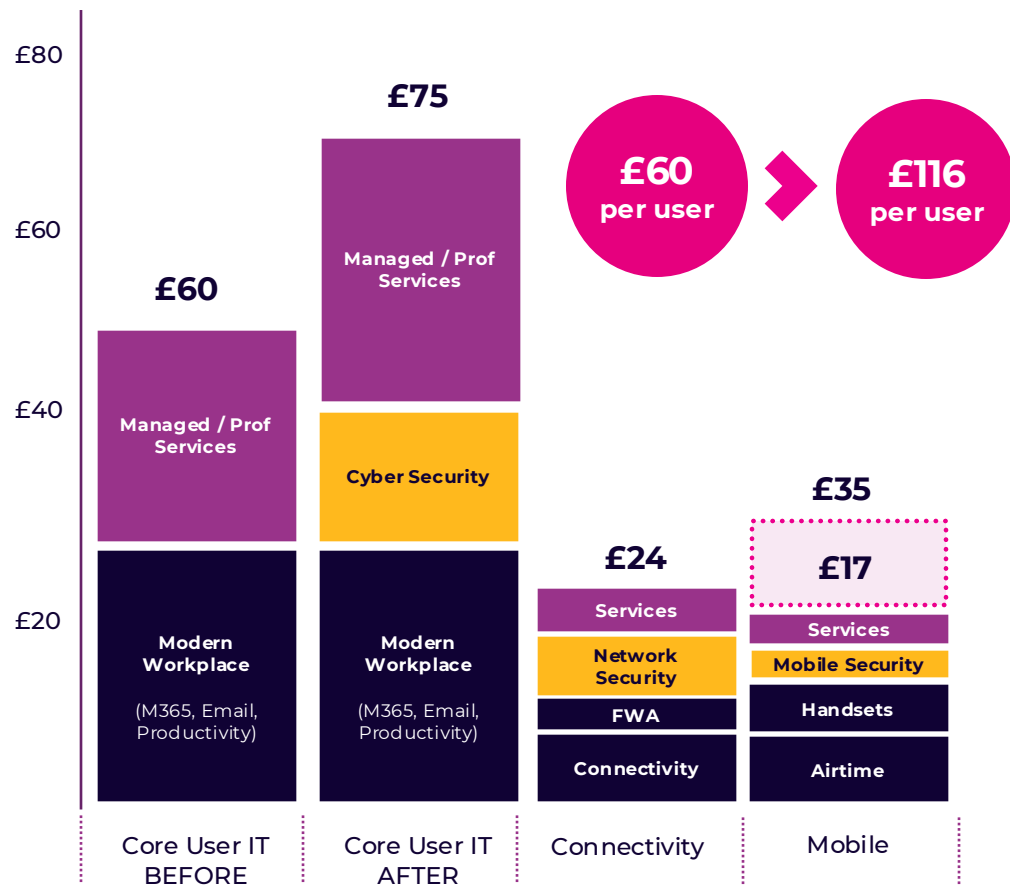
Assessments, Data-led reporting, FinOps, Agentic, Virtual CIO

Highly Automated Operations factory

Deployed across every customer

Classic MSP

Cross sell into Cyber Security into Telecoms



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1. Upgrade and simplify your Cyber Prop

#1

SMB Business
Priority in 2025

£3.6bn

Large
Market

11% CAGR

Security aaS
growing fast



AI Innovation
democratising
capability

2. Take network security from the Telco and bundle with fibre/WAN

£0.9Bn

Network security
is the largest cyber
segment

70%

of the market is
still direct to Telco

40%

of Telco SMB
customers bundle
cyber with fibre

3. Extend device security into mobile and bundle with mobile as a service

#1

Of SMB leaders
say mobile is their
most important
piece of tech

10m

Business
Connections

90%

of the market is
still direct to Telco

30-40%

Average MSP
margin in mobile

Giacom value proposition

Every £ of SMB spend goes through the Channel



MSPs **grow faster** and **more profitably** with Giacom

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Thank you

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