



ATLANTA HAWKS

PRESS RELEASE

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HAWKS TO BOLSTER CYBERSECURITY EFFORTS IN NEW ACRONIS #TEAMUP PARTNERSHIP

Responsive Technology Partners to Provide Acronis' Cyber Protection to the Atlanta Hawks

ATLANTA – [Acronis](#), a global leader in [cyber protection](#), today announced its latest #TeamUp partnership with the Atlanta Hawks. Acronis, with support from Responsive Technology Partners, will strengthen the Hawks' security posture by safeguarding its critical data and systems. This new alliance marks another milestone in Acronis' commitment to safeguarding data and enhancing performance across various sports and leagues.

"We are looking forward to our new partnership with Acronis," says Hawks' Executive Vice President and Chief Technology and Innovations Officer Kim Rometo. "As we continue to innovate across our organization, it is imperative for us to ensure our systems are secure. This partnership with Acronis adds another layer of security to our organization as we look to have a strong multilayered approach."

The Hawks will leverage Acronis' cutting-edge cyber protection technology to fortify its digital infrastructure, ensuring robust security and data integrity. Acronis, through its MSP, Responsive Technology Partners, will collaborate closely with the Hawks to implement cyber protection strategies, provide training and support, and drive innovation initiatives aimed at enhancing operational efficiency and data resilience.

"Partnering with the Atlanta Hawks through Acronis' #TeamUp Program is an exciting opportunity to integrate advanced cyber protection solutions into the world of professional basketball," said Pat Hurley, RVP Americas at Acronis. "With Responsive Technology Partners onboard, we're ready to enhance cyber protection and operational efficiency, setting new standards of excellence in sports technology. We're proud to support the team with cyber protection solutions that will enable them to compete at the highest level while keeping their data safe and secure."

This partnership also involves in-arena signage as well as branding and sponsorship of the "Defense" chant at all Hawks' regular season home games. Additionally, a 'defensive play of the week' will be published across the team's official social media channels.

"I'm thrilled to announce our partnership with Acronis, a collaboration aimed at fortifying the cyber security infrastructure for the esteemed Atlanta Hawks NBA Basketball team," states Steven McComas, CEO of Responsive Technology Partners. "We are excited to join forces with Acronis to support the world-class technology team at the Atlanta Hawks. Our organizations share a commitment to technology excellence, to ensure the highest level of data security for our clients. Together, we're not just securing networks; we're safeguarding legacies."

Service providers are invited to join the Acronis #TeamUp Program to deliver Acronis Cyber Protection solutions to world-class and global professional sports teams. To learn more about Acronis' #TeamUp Program, please visit acronis.com/en-us/lp/msp-sports.

ATTACHMENT: Hawks x Acronis Partnership Announcement Graphic.jpg

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ABOUT THE ATLANTA HAWKS

Committed to entertaining and uniting the city of Atlanta since 1968, the Atlanta Hawks & State Farm Arena, under the leadership of Principal Owners Tony Ressler and Jami Gertz, continue to build bridges through basketball by following its True to Atlanta mantra. On the court, the Hawks' exciting young core is led by All-Star point guard Trae Young as the organization received the NBA's top ranking in overall in-game experience for the last two seasons. Off the court, the Hawks organization focuses on positively impacting the lives of Atlantans through providing access to youth basketball, fighting food insecurity, and the recent transformation of State Farm Arena into Georgia's largest-ever voting precinct for the 2020 elections. The Hawks family also includes the College Park Skyhawks (NBA G League) and Hawks Talon Gaming Club (NBA 2K League). Atlanta Hawks Membership, which includes your seat for every home game for the 2024-25 regular season, is on sale now at www.hawks.com/membership or by calling 866-715-1500. For more information on the Hawks, log on to www.hawks.com or follow us on social media @ATLHawks.

ABOUT ACRONIS

Acronis is a global cyber protection company that provides natively integrated cybersecurity, data protection, and endpoint management for managed service providers (MSPs), small and medium businesses (SMBs), and enterprise IT departments. Acronis solutions are highly efficient and designed to identify, prevent, detect, respond, remediate, and recover from modern cyberthreats with minimal downtime, ensuring data integrity and business continuity. Acronis offers the most comprehensive security solution on the market for MSPs with its unique ability to meet the needs of diverse and distributed IT environments.

A Swiss company founded in Singapore in 2003, Acronis has 45 locations across the globe. Acronis Cyber Protect is available in 26 languages in 150 countries and is used by over 20,000 service providers to protect over 750,000 businesses. Learn more at www.acronis.com.

ABOUT RESPONSIVE TECHNOLOGY PARTNERS

Responsive Technology Partners, a joint venture between Pineland Telephone Cooperative, Inc. and Wilkes Communications, provides superior IT support services throughout Florida, Georgia, North Carolina, Virginia, and Texas, as well as across the U.S. Our service offerings include IT support, cybersecurity and compliance, telephony, cloud services, Restaurant & Hospitality cloud-based point of sale implementation and management, access control & camera systems, cabling, digital marketing, and data center services. Simply put, our company's mission is "to provide world-class customer service through industry leading IT solutions that make every customer feel as if they are our only customer." Learn more About Us here: www.responsivetechologypartners.com

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