

When to bring Macrium in

Introducing Macrium in 30 Seconds

Macrium is a backup and recovery specialist for Windows environments. They're not a broad, cloud-first platform like Veeam or Acronis. Instead Macrium's solutions are **built for reliable system recovery in more complex and constrained environments** – especially where systems are older, offline, or critical to operations. If recovery has to work first time, that's typically where Macrium fits well.

Listen for these triggers

- ✓ "We can't use cloud here."
 - ✓ "Our restores aren't reliable."
 - ✓ "Our current tool is too complex"
 - ✓ "Acronis/Veeam is too heavy."
 - ✓ "We need something that works across everything."
- That's usually a Macrium conversation

When to bring Macrium in

- Macrium is a strong fit when customers have:
- ✓ Windows systems (mixed, legacy and modern)
 - ✓ Physical machines (not just virtual/cloud)
 - ✓ OT, Industrial, or embedded machines and systems
 - ✓ On-premise or no-cloud environments
 - ✓ Air-gapped/offline or restricted networks
 - ✓ High cost of downtime
 - ✓ Long system lifecycles

Simple Rule:

If it's not a clean, modern IT setup,
(for example legacy systems, physical machines,
or more constrained environments)
Macrium is typically a strong fit

Used in similar environments by many OT operators and OEMs, including



Selling Macrium – How to position & quote

Why Macrium wins:

- 1. Reliable recovery**
Consistent full system restore, even to dissimilar hardware
- 2. Lightweight and simple to run**
No unnecessary complexity, bloat or cloud dependency
- 3. Works reliably offline**
Fully supports air-gapped/offline and restricted environments
- 4. Good fit for mixed environments**
Works across legacy and modern Windows systems
- 5. Fast time to value / ROI**
Lower cost than large platforms, faster recovery, less manual effort

What to position:

Macrium has solutions that protect and recover Windows systems – from a few systems to thousands of distributed devices.

Quick guide: what to quote

Reflect X	Few machines that are manage individually
Reflect LTSC	Long-term stable version, ideal for OEM and embedding backup and recovery in devices
SiteBackup	Multiple, connected machines that are managed centrally - typical OT solution
Technician's License	Portable recovery for field teams
SiteDeploy/ Deployment Kit	Mass golden image deployment for new site rollouts or scaled system set ups

Why partner with Macrium

- ✓ Strong technical and pre-sales support
- ✓ Helps qualify and win the right deals
- ✓ Clear use cases – not trying to compete in every deal
- ✓ Attractive margins
- ✓ More targeted, higher-quality deals
- ✓ Strong long-term retention in lifecycle environments