

# Female racing series partners with cyber protection provider Acronis

W Series, an international single-seater motor racing series for female drivers, recently announced a cyber protection and security partnership with Acronis, a global cyber protection provider.



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Catherine Muir, chief executive officer of W Series, says: “The announcement of a multi-year partnership against the backdrop of the ongoing global health crisis and the devastating economic impact that has had is a significant endorsement of W Series and our mission.”

“Acronis’ support will be vital as we prepare to resume our on-track racing programme in 2021 with a schedule which is bigger and better than ever before. The W Series Esports League has also kept our drivers sharp and our fans entertained, and Acronis’ commitment to that brand-new platform reflects our own,” says Muir.

The multi-year agreement sees Acronis become W Series’ new global cyber protection and security partner, providing customised technology solutions for W Series’ on-track racing programme – which will resume in 2021, and the W Series Esports League which launched in June 2020.

## What Acronis will develop and implement

Acronis CEO Sergeui Belousov explained that Acronis will develop and maintain a secure data management system and will implement video and brand analytics of W Series’ on-track and virtual races, accelerating the generation of content through predefined access and filters.

"Acronis' range of cyber protection solutions are developed on a five-pronged principle which aims to deliver Safety, Accessibility, Privacy, Authenticity and Security (SAPAS) to organisations and users. This design methodology ensures that Acronis solutions deliver not only the highest calibre of safety and security to data, applications, and systems but also a guarantee that data is tamper-free and easily accessible for smooth day-to-day operations," says Beloussov.

"One of Acronis' products that W Series will be using includes Acronis Cyber Protect, which provides backup, AI-powered anti-malware and anti-virus, and endpoint management."

Beloussov concludes: "Ever since the Covid-19 pandemic hit, cyberattacks have increased five-fold. Cybercriminals are ruthlessly targeting a workforce that has largely migrated to working from home on less secure networks."

"Acronis Cyber Protect is designed to combat this threat, allowing for system administrators to remotely manage and protect even devices that are not on the same network, so home users can keep both their professional and personal data safe and secure. We are honoured to have been chosen to help the W Series team."

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