

Acronis



SOLUTION
BRIEF

MOBILITY Made **Easy**

Introduction

The technology expertise required to implement and manage mobility and Bring your own Device (BYOD) solutions can overwhelm a small to medium-sized business (SMB) – and so can the price because these organizations have limited budgets. Therefore, many companies delay technology purchases in spite of the productivity benefits to the organization. Here are some statistics that reflect SMB business owners' opinions on this topic:

SMB Group's 2014 SMB Routes to Market Study indicates that 67 percent of small and 81 percent of medium businesses say that technology solutions help them run their businesses better or that technology solutions help them significantly improve business outcomes.

- According to the Fifth Annual Brother Small Business Survey , a surprising 72 percent of small business owners indicate new technologies will offer a better ROI in 2014 than hiring new employees.
- According to the same Brother International Corp survey, 63 percent of respondents frequently feel overwhelmed with the number of technologies available to run their business but,
- 41 percent of small business owners indicate that mobile devices, such as smartphones and tablets, are the top technology they require to run their business.

This paper discusses the reasons why mobility overwhelms SMB businesses and how Acronis Access can make mobility easy to buy, implement, and use.

THREE REASONS WHY MOBILITY OVERWHELMS SMBS

There are three reasons why mobility overwhelms SMBs.

Limited Technology Budgets

Although a high percentage of organizations recognize the benefits derived from mobility and BYOD, most companies do not put aside an annual budget for these technologies. Instead, they typically purchase mobile technologies on-demand. According to a recent Sage study of North American companies :

- 74 percent of those surveyed in the manufacturing and distribution segments said they do not set a budget for mobile technology, even though 51 percent of these business owners reported using mobile devices and applications to access work-related materials while they are away from the office.
- 73 percent of food and beverage industry businesses reported that mobile technology positively impacts customer service, but 76 percent of companies reported not setting a budget for it.
- Only 14 percent of those surveyed in the construction industry set a budget for mobile technology despite 77 percent of the companies reporting that smartphones have a positive impact on their organizational productivity.

While these are the trends for organizations of all sizes, it is safe to assume that the budgeting for mobile technology occurs less frequently with SMBs since those organizations tend to have less formal planning processes in place.

Limited IT Resources and Expertise

Small and medium-sized businesses also have limited IT resources. If you own a small business, you may contract with an independent consultant or agency for IT support. Alternatively, you might place part-time responsibility for your systems with a technically inclined employee who has a different full-time job. If you are a larger SMB, you may have several full-time IT persons on staff. Regardless of the depth of IT support your organization has, SMBs are not in the business of purchasing and implementing complex technologies.

¹by Brother International Corporation, in partnership with SCORE

²<http://www.businessnewsdaily.com/7045-smb-mobile-technology-budgets.html>

No Tolerance for Complexity

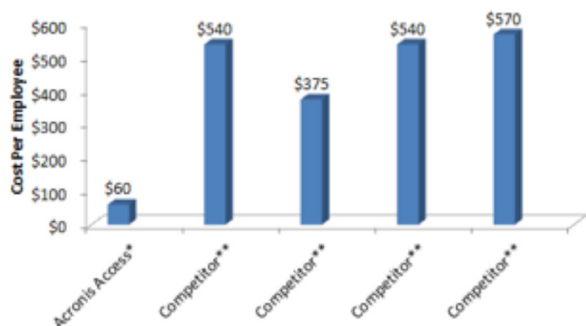
Companies of all sizes need to get the highest level of productivity from their employees and this is even more important with SMBs. Unproductive employees cannot “hide” in smaller companies as they can in the larger enterprises. The individual impact of a productive employee is more noticeable in SMBs. There are many ways to make employees productive but implementing complex technologies that challenge employees and require extensive training is not one of them. Many projects fail because of a lack of user acceptance. Outside of the IT segment, many employees are not necessarily technology savvy. For all of these reasons, ease of use is an important factor for SMBs when making decisions to purchase new technology. Designed exclusively for small and medium-sized companies, Acronis Access is the industry's most affordable, easiest to use, best-in-class solution for secure mobile file access, sync, and share.

Affordable and Delivers the Best TCO

Acronis Access is competitively priced. In comparing the three-year total cost of ownership (TCO) per employee for a 100-user system, Acronis Access is 85 percent lower on average than its competitors (see Figure 1). This calculation uses Acronis' perpetual licensing model and the cost of storage is not included in the Acronis price. Cloud solutions provide storage – sometimes limited – the cost of which is included in the annual subscription fee.

Delivers the Best ROI

It is difficult to calculate a hard ROI on mobility investments because you cannot put numbers on soft benefits such as improving customer satisfaction or recognizing that you attract new customers as a result of customer service improvements. Regardless, most organizations recognize that there is a solid ROI with mobile and BYOD solutions while other organizations view the benefits of mobility and BYOD as similar to the benefits of using the Internet. In spite of these different points of view, Acronis offers the best ROI when compared to competitive systems for the following reasons:



* Acronis Access uses your existing storage.

** Competitors' cloud solutions include storage (sometimes limited) in the annual subscription fee.

Figure 1: Three Year TCO per Employee for a 100 User System

- Our customers have seen productivity improvements with their top knowledge workers of 12 percent or better
- You can implement Acronis in a matter of minutes, providing fast time to value
- Users can immediately start to use it with minimal or no training
- You don't waste time migrating your files to the cloud
- Acronis provides the best TCO

Easy to Install and Manage

Unlike many other competitive products, Acronis Access is deployed on-premise. This means that you can keep your files where you already have them - on your file servers, NAS, even SharePoint® – and you do not need to migrate your data and files to the cloud to get access. It also means that your IT staff has 100 percent control over everything they need to protect, control, and manage mobile files and content. Even better, Acronis Access also offers the industry's fastest installation and deployment so that users are up and running in minutes. Most important, Acronis Access provides a variety of features that keep your data safe and are easy to use.

- You can establish policies that let you control files, users, and devices. This simplifies security and ensures consistency.
- The product integrates with Active Directory® for authentication, user management, and device enrollment.
- Employees can easily yet securely create and edit Microsoft® Office documents and annotate PDFs within Acronis Access. This ensures no data leakage and it saves on third party license fees.
- Secure over-the-air and on-device FIPS 140-2 certified encryption keeps prying eyes away from your data.
- Selective remote wipe removes documents from mobile devices, which is especially important when an employee leaves your company or when a device is lost, stolen, destroyed, or corrupted.
- Acronis Access provides an extensive audit trail and history of all transactions, which includes search, filter, and export functions. This shows who accesses content, when, what they did, and with whom content was shared. This provides the information you need for quick troubleshooting and compliance / audit support.
- You can establish white and black lists of users, groups, domains, and applications. This provides you with flexibility when determining and managing who can access and share your data.

Intuitive and Easy to Use

Acronis Access offers a simple-to-use, intuitive user interface so employees require virtually no training to use it. It is as simple as Dropbox when it comes to easily accessing and sharing files on the go. BYOD is supported, letting mobile users access their work from their own devices including their iPads®, iPhones®, Android® phones and tablets, and Windows® and Mac® PCs. Users can access content from your files servers or SharePoint using any of these devices. Users can work on a document on their iPad, for example, and then work on the same document from their Mac or PC without having to copy or email files.

Acronis Access also provides extensive web access – via Firefox®, Internet Explorer®, Google®, Chrome™, and Safari® - to the content stored on your file servers and SharePoint, making it even easier for users to access and find what they need.

Summary

SMBs have limited technology budgets and IT resources so they need to invest in mobile solutions that offer the best TCO and are easy to install, manage, use, and scale as the organization grows. Designed exclusively for small and medium-sized businesses, Acronis Access is the industry's most affordable, best-in-class solution for secured mobile file access, sync, and share.

With Acronis Access, you have complete control of your data while letting your employees work with the business documents they need to be productive, no matter where they are, no matter what device they use – smart phone, tablet, laptop, PC, or Mac. In addition, comprehensive yet turnkey security features, built-in Microsoft Office document creation / editing and pdf annotation all help protect your critical data.

Easy, complete, safe, and affordable, Acronis Access helps improve employee productivity and enhance customer service, so you can attract new customers and grow your revenue.

Acronis

About Acronis

Acronis sets the standard for New Generation Data Protection through its backup, disaster recovery, and secure access solutions. Powered by the AnyData Engine and set apart by its image technology, Acronis delivers easy, complete and safe backups of all files, applications and OS across any environment—virtual, physical, cloud and mobile.

Founded in 2002, Acronis protects the data of over 5 million consumers and 300,000 businesses in over 130 countries. With its more than 100 patents, Acronis' products have been named best product of the year by Network Computing, TechTarget and IT Professional and cover a range of features, including migration, cloning and replication.

For additional information, please visit www.acronis.com.

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