Acronis

ACRONIS® BACKUP CLOUD
(formerly Acronis Backup as a Service)

ACRONIS BACKUP CLOUD BENEFITS

- Capture market share by exploiting a growing market opportunity

- Grow your customer base and realize incremental revenues

- Make a safe choice with Acronis' proven AnyData Engine and years of data protection expertise

- Launch quickly with zero entry costs and a per-use business model

- Grow your business your way with multi-tier, multi-tenant flexible services

- Differentiate your service from the competition with both cloud and local backup

- Leverage Acronis Cloud Storage in a Tier-IV designed data center or use your own storage

Acronis Backup Cloud (formerly Acronis Backup as a Service) is a comprehensive, yet simple, complete, and cost-effective local and cloud backup and recovery solution that equips service providers to solve their customers' data protection problems. Acronis Backup Cloud delivers a highly customised, complete, and reliable service that backs up data from any source and recovers to any destination and system.

The Acronis Backup Cloud solution has zero entry costs and a per-use business model. This eliminates any upfront investment so you can get to market quicker and grow your business.

WHY CHOOSE ACRONIS?

Are you looking to offer your customers a cloud-based solution that is ready to sell and quick to launch? Are you looking for the best backup solution to expand your portfolio?

As a service provider, Acronis Backup Cloud is the solution you will want to add to your product portfolio. It provides a best-in-class solution that addresses your customers' data protection needs and provides you with a solution that is easy, complete, and safe.

- **Easy –** Automates the deployment and management with a central web-based management console. Supports specific customer requirements with an easily customizable solution.

- **Complete –** Supports workstations and physical / virtual servers. Provides usage and billing reports for all channel levels and supports the customer sign-up process.

- **Safe –** Provides SSL encryption of management channels and in-transit and at-rest AES-256 encryption of data. Acronis Cloud Storage is located in Tier-IV designed, SSAE 16 certified data centers around the globe.

QUICK TIME TO REVENUE

According to 2014 Disaster Recovery Study from IDC 1, 70 percent of SMBs do not have sufficient protection for their critical data. This provides you with an excellent market opportunity, as SMB owners are increasingly aware of the risks to the business if the data is lost or destroyed. In addition, since the solution is easy to deploy and use and can leverage Acronis Cloud or your existing infrastructure, your customers will be up and running in no time, providing you with a quick revenue stream.

To help you drive sales fast, Acronis provides sales and marketing collateral, training and certification programs and participates in joint marketing initiatives.

[1] "Complexity and Data Growth Driving Small and Medium-Sized Environments Toward a New Generation of Data Protection", IDC, June 2014

WHY DO SMBS NEED ACRONIS BACKUP CLOUD?

- SMBs need to protect their data in the event of user errors, hardware failure, security breaches and viruses, loss or theft of devices, software errors, data leakage, and problems with software and hardware updates and upgrades.
- SMBs need to implement a hybrid protection strategy in order to have a local copy for quick recovery and a copy in the cloud in the event of a disaster.
- SMBs want to replace tape and other legacy backup solutions
- SMBs want to reduce IT workload and improve productivity

WHY DO DECISION MAKERS CHOOSE ACRONIS?

- **Backup** administrators trust Acronis' reliable bare-metal recovery
- **IT managers** value Acronis' multi-platform and multi-application data protection solutions
- **CIOs** trust the Acronis brand; its proven track record and years of data protection expertise

KEY FEATURES

Backup and recovery features

- Local and cloud backup for flexible, hybrid protection
- Recovery of any platform from the cloud to bare metal
- Backup and recovery of selected files, folders, or a complete system
- Backup of Windows and Linux servers and desktops / laptops
- Backup of Mac OS X desktop / laptop PCs
- Backup of Microsoft SQL, Microsoft Exchange and Windows System State
- Support of six hypervisor virtual environments - VMware vSphere / Microsoft Hyper-V / RHEV / Linux KVM / Citrix XenServer / Oracle VM Server for ultimate flexibility
- Initial seeding to easily move large volumes of data to the cloud:
  1. Backup to an external HDD
  2. Courier it to Service Provider or Acronis datacenter
- Backup staging support for Disk-to-Disk-to-Cloud scheme to reduce management efforts and the production servers' load

Service Provider features

- Easy-to-use management console for easier browsing of backup and recovery destinations to simplify management
- Remote agent update from the cloud management console
- White labeling and co-branding of the service into your existing cloud service offerings
- Multiple partner tiers and multi-tenancy to let you scale your business, increase efficiency, and reduce costs
- Customizable self-service for customers to reduce management efforts
- Automatic conversion of customer trials to production sites to reduce sales efforts
- Multi-language support to target any market
- Integration with existing systems via RESTful API and APS Cloud Application Standard v2.0/1.2

Acronis security keeps your data secure, safe, and provides peace of mind

- 2048-bit SSL management channel encryption
- AES-256 data encryption in transit and at rest
- 24x7 priority support for service providers

FLEXIBLE DEPLOYMENT OPTIONS

- Acronis hosted solution – A turnkey solution that is hosted in an Acronis data center
- Hybrid solution – An Acronis-hosted management console that uses the service provider's storage capabilities
- Service provider hosted deployment – The service provider manages the solution and stores the data

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For additional information, please visit go.acronis.com/backup-cloud