




Acronis Global Renewals Handbook


 **Centralized management**
Manage everything via a single, easy-to-use dashboard

 **Smart disk management utilities**
Streamline IT tasks and boost system performance

 **Software designed for exceptional ease of use**
Start backing up with almost zero learning curve



 **Award-winning backup technology**
Capture everything in 1 simple step

 **Multi-destination support**
Send backup data anywhere (including the Acronis Cloud)

 **Ultra-fast disaster recovery**
Get back up & running in minutes

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1. Purpose of this Document

The purpose of this document is to communicate Acronis Business (Corporate) products & subscription products on global renewals policy to our Customers & Channel Partners.

This policy covers:

- Renewal Pricing: Information on renewal pricing per Acronis's Licensing Program
- Renewal expiration email notification process on Acronis Business perpetual and subscription products
- Purchase Information: Information relating to the ordering and purchasing of renewals
- Reinstating Maintenance: process to reinstate lapsed maintenance
- Renewal maintenance compliance obligations: Customer compliance obligations with regard to maintenance

This policy applies to:

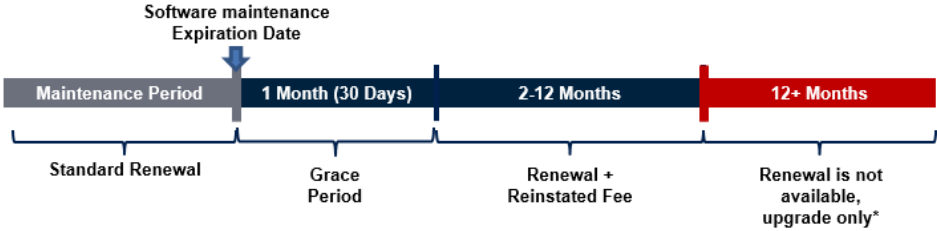
- Acronis Business perpetual products
- Acronis Business subscription products

This policy does not apply to:

- Acronis Home (Consumer) Software perpetual and subscription licenses.
- Acronis OEM (Original Equipment Manufacturing) Software licenses
- Acronis's Business Critical Services (BCS) offerings
- NFR licenses (Not For Resale)

2. Acronis Global Renewal Policy

When a Customer purchases a Business product, it comes bundled with 12 months of software product maintenance from date of purchase. Customers can then renew their Acronis software product maintenance (perpetual/ subscription licenses) in the following way post 12 months from initial purchase date:



Options	Conditions	Validity date
Standard renewal	12-month term, 365 days. On time maintenance renewal from date of expiration. There is a 30-day grace period to renew your maintenance without incurring any additional reinstatement fee. 30-day Grace period begins on date of expiration.	From original expiration date
Co-termining	May be more or less than 365 days. Calculated Pro Rata based on the number of renewal days required to co-terminate multiple Maintenances or make a multi-year Renewal.	From new invoicing date/original expiration date
Reinstated maintenance	Maintenance reinstated 30-days after expiration date will incur a 20% reinstatement fee calculated on the full MSRP renewal price. Example for Expiration date of January 1. Reinstatement date of January 31: No Reinstatement fee Reinstatement date of February 1 or later: Reinstatement fee incurred	From original expiration date
Reinstated Renewal	This is a specific SKU used only in Japan for Maintenance reinstated 30-days after expiration date	From original expiration date
Version Upgrades	Maintenance Renewal is not possible post 12 months from original expiration date. Customer has to purchase the product version upgrade*	From new invoicing date

* If Customer is already using the current version, then no upgrade version is purchased. Instead it will be processed as a reinstated renewal.

Note

Customers may purchase up to five (5) years of initial or renewal maintenance at time of initial software product/subscription purchase or at time of renewal.

3. Benefits of Renewals:

As a Backup and Recovery software provider, Protection is central to our philosophy, and we believe renewing your Maintenance and Support contract is key to helping us to Protect You – Your Investment, Your Business, and Your Future.

Renewing and maintaining your Acronis software maintenance & support agreement is the easiest and most cost effective way of protecting your product investment. An active maintenance/support agreement ensures you with 24/7* access to product notifications, the latest product upgrades, downloads and fixes, skilled support professionals by phone, chat and email, extensive knowledge base of articles with known solutions; and self-help capabilities to keep pace with the demands of your business users and IT needs. You'll avoid costly outages and loss of productivity and time, giving you the ability to focus on more strategic business objectives.

1. Allows your business to more accurately budget for product acquisitions & IT requirements
2. Reduce unnecessary migration expenses through ease of transferring your Acronis license when migrating to new hardware or operating system
3. Allows you to keep your product current as new product versions are released
4. Improves productivity by utilizing the latest technology from Acronis
5. Helps you avoid the hassle and cost of purchasing new product version releases as they become available
6. Provides price protection when opting for multi-year maintenance contracts
7. Resolve issues quickly and efficiently by working with our world class Technical Support Engineers
8. Continuous access to your Acronis "My Account" portal to manage service requests, download new product releases and updates, and search for answers using our growing Knowledge Base of more than 100,000 solutions, FAQs, how-to guides, videos, and discussion forum postings
9. Receive automatic e-mail reminders about your maintenance expiry dates to ensure you stay protected with active maintenance at all times

***24/7 access to Technical Support is only available with Acronis Advantage Premier Support maintenance licenses (AAP)**

Please take a moment to view our new Global Renewals video by clicking the below link:



4. Types of Renewal Licenses

1. **Business Perpetual license renewal:** Perpetual licenses that have indefinite access to the software product and in compliance to Acronis Enterprise End User License Agreement (EULA). The maintenance is sold on a yearly basis (12 months).
 - Initial maintenance Term:
 - Every new purchase of Acronis software with perpetual license comes with maintenance which is valid for 12 months from date of purchase
 - Renewal Term:
 - Any perpetual license maintenance that is renewed after initial maintenance term expires
 - Term duration:
 - This is defined by maintenance start and end dates and is mentioned on the software License certificates

2. **Business Subscription license renewal:** Subscription licenses that have finite access over a fixed period of time to the software product and in compliance to Acronis Enterprise End User License Agreement (EULA). The maintenance is valid throughout the fixed duration of the subscription.
 - Initial Subscription term:
 - Every new purchase of Acronis subscription based products, comes with maintenance valid through a fixed term of subscription, 12 months being the standard subscription duration offering
 - Renewal Term:
 - When the initial subscription has been renewed it will be termed as “Renewal Subscription term” in order to continue to access Acronis software product
 - Term duration:
 - This is defined by subscription maintenance start and end dates and is mentioned on the software License certificates

More info on EULA can be found at [Enterprise End User License Agreement](#)

5. Types of Renewal Options:

Acronis offers three options when renewing Acronis software maintenance subject to the number of licenses and products owned at that point in time.

Type	Description
Multi-year Renewals	Customers may request a multi-year term at the time of renewing initial software purchase.
Co-Termination	Customer may purchase Acronis software products (bundled with maintenance) at different times resulting in maintenance with different expiration dates. It may be possible to align the maintenance to a single renewal date for ease of future renewals, depending on the Licensing Program and the proximity of the maintenance expiration dates to each other. This process is called co-termination” (also known as consolidation). This applies to the same Acronis software product line/name within a specific product group or across different product lines/names within a specific product group.
Version Upgrades*	These are new version releases of Acronis software that may contain new features or functionality, fixes on previous bugs and overall product enhancements. They are offered to Customers whose Acronis software product maintenance has expired over 12 months from original expiration date. However, if a Customer is on active maintenance at time of new version release, the upgrade is provided at no cost to the Customer.

* At time of writing this document, upgrade paths and options are only available for Acronis Backup Licenses, not Access or Cloud product lines.

6. Renewal pricing overview

Acronis software products renewal pricing is determined according to the Customer’s contract, and/or participation in a specific Acronis pricing program

Pricing Program	Description
Acronis Advantage™ Support Program	A multi-level subscription support and maintenance program designed to provide a unique and flexible array of support services. Please visit this url for more information What is the Acronis Advantage™ support program?
Academic & Government Program	Price band available to central and local governments, educational and Non-Profit organizations
Enterprise Site License Program	Price is based off the site license contract signed by the Customer with Acronis. When site license agreement is due for expiry, renewals maintenance pricing will be based upon the then current renewal MSRP pricing based upon the original site license agreement sold

NOTE:

1. For purchase orders placed via Acronis channel partner, pricing is as agreed between such channel partner and end user
2. Acronis is entitled to change maintenance/support renewal pricing at its discretion, unless otherwise agreed contractually.

7. Renewals auto email notification process

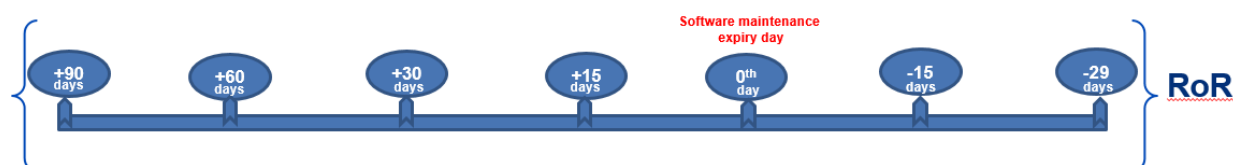
Acronis informs Customers about their Acronis software maintenance expirations using a robust auto email notification cadence called Rhythm of Renewals (RoR).

The rhythm of renewal notifications define when and how often Acronis will contact our end-user customers and partners. It outlines the schedule for sending out notifications and reminder emails and for contacting both the partners and the customers via phone.

Schedule overview

Acronis sends out auto email notifications to end customers 90, 60, 30, and 15 days before and on the day of maintenance expiration. If no response from the end customer, two more notifications are sent 15 days and 29 days after expiration.

Acronis works very closely with its partners to stay in contact with end users. We continuously send out email notifications about upcoming Acronis software maintenance expirations and assist with answering questions.



*we are currently working on having another way of notifying Customers on their upcoming product maintenance expirations through automatic alerts from within the product called “in-product messaging”

Each auto email notification sent to a Customer/Partner will contain:

- Account Name
- Acronis Account Number (AAN)
- Renewal Reference Number (Renewal ID)
- Product name
- Product SKU
- Quantity of licenses
- Expiration Dates

Note:

If at any point during this email notification cadence, the Customer renews his/her maintenance/support, the reminder auto email notifications will be stopped from going out only after renewal maintenance/support has been invoiced.

More info on how to register a renewal, please visit [Renewal registration for Business products](#)

8. Other General Information

- [How to create an Acronis 'My Account'?](#)
- [How to Update Acronis Product?](#)
- [Should I Install Update over the Previous Version?](#)
- [Difference Between Update and Upgrade](#)
- [Where to Download the Latest Build?](#)
- [Upgrade Table](#)
- [Acronis Disk Director 12: Upgrade Policy](#)
- [Downloading a Free Product Upgrade within Subscription Period](#)
- [Upgrading from Previous Editions](#)
- [New Features and Enhancements](#)
- [How do I receive an upgrade for my Business product under maintenance?](#)
- [I use an older version of Acronis product. How can I get support for it?](#)
- [What options are included with my Acronis Advantage™ program?](#)
- [When does my support period begin?](#)
- [My support subscription expired a while ago. What are my options?](#)
- [Are there separate license/serial numbers for Acronis Advantage™ programs?](#)

9. Acronis Channel Partner Information

Acronis renewal maintenance/support can be sold through Acronis Partners if that Partner is entitled to do so under its existing contract and/or applicable programs with Acronis.

Acronis will provide eligible Managed Partners with actionable data on their Customers' pending maintenance/support renewals.



Acronis works with its partners in providing great visibility and control of renewals business – empowering them to help Customers to renew their maintenance/support on-time. Acronis continues to pursue various ways to provide its Partners a holistic 360° view of upcoming maintenance/support renewals information, cross-reference of orders for accuracy, improved processing time and overall to help expedite the renewal cycle for Customers.

To obtain more information about the Acronis Partner program and how to become an Acronis Partner, please visit <http://www.acronis.com/en-us/partners/index.html>

Channel Partners Responsibilities:


A Partner should contact its Customers directly during the 90-0 day period before the particular Customer's maintenance term expires. If a Partner is unable to renew a Customer's maintenance by the maintenance expiration Date, then Acronis reserves the right to contact the Customer directly or indirectly to arrange for the maintenance renewal to be processed.



To contact our Partners located closest to you, please visit [Acronis Partner Locator](#)

10. Acronis Customer Service & Technical Support Offering

Acronis offers award-winning Customer Service and Technical Support. Our Corporate Customers (End Users) have the following Support options:

 **Maintenance (first year is bundled with the product)**

Acronis Advantage Premier (AAP) 22% of the product list price	Acronis Advantage Standard (AAS) 18% of the product list price
Selling by default	Selling upon request
→ Hours of operation 24x7*	→ Hours of operation 12x5
→ E-mail, Phone, Chat Support	→ E-mail, Phone, Chat Support
→ 24 hours response time	→ 1 business day response time
→ Upgrade Protection	→ Upgrade Protection

Note: AAS Support option is not available in Americas (North America & South America)

More for information please visit the following links:

- [What support options are available?](#)
- [What is the Acronis Advantage™ support program?](#)

Acronis Customer Service & Technical Support Frequently Asked Questions:

- [What is the definition of an incident?](#)
- [How can I refer to my previous call if I need to contact Acronis with the same query again?](#)
- [What levels of issue severity are there?](#)
- [What happens with my support request as soon as I submit one?](#)
- [How can I provide feedback about my support experience?](#)
- [Will I be able to talk to the same support professional if I need to initiate a further support request?](#)
- [How to access Acronis support resources?](#)
- [How to submit an e-mail case?](#)
- [How to use a live chat service?](#)
- [How to get a phone support?](#)

How to register an Acronis software product?

To register Acronis product license keys, please click on the link below to watch our video guide.



Note: This excludes all Acronis Access products (MassTransit, ArchiveConnect, Access Connect; and Access Advanced). If you encounter any technical issues or need Customer Service support, please click [here](#).

11. Renewing Acronis Software maintenance & Compliance Obligations

Acronis would like to ensure that the Customer fully benefits from its Acronis Software Product investment by being licensed in accordance to Acronis EULA (End User License Agreement). The following section outlines a Customer's compliance obligations relating to Acronis Software Products and maintenance.

- Maintenance is purchased on a per-license basis (perpetual or subscription license type)
- Renewal SKUs must be used for maintenance renewal orders when such orders are submitted during the maintenance term. Renewal orders submitted using incorrect SKUs will be rejected by Acronis Order processing team. Please see [page #14](#) for more information on SKUs to be used for renewal orders.
- Customers cannot purchase maintenance for a subset of Software Product licenses and then misuse that maintenance to cover other unsupported Software Product licenses.
- To help the Customer remain compliant and keep its infrastructure updated, the Maintenance license quantity should always equal to the quantity of Software Product licenses purchased.
- Maintenance must match the appropriate Software Product license type (perpetual or subscription) and, where applicable, Software Product license quantity.
- A Customer can opt to renew maintenance any time prior to the maintenance expiration date.
- When renewing early, maintenance start date will be the day after the original maintenance expiration date as mentioned on the License Certificate.

More info on EULA can be found at [Enterprise End User License Agreement](#)

12. Reinstating lapsed software maintenance

Customers with expired software maintenance automatically lose all entitlements to maintenance benefits including:

- Version Upgrades at no cost
- Technical Support - Customers will no longer be able to seek assistance to technical support cases
- Administrative assistance to License inventory management

13. Non-Compliance Remediation

Acronis is committed to protecting its intellectual property rights and will assist the Customer in obtaining and maintaining adequate licenses for its continued use of Acronis Software Products.

Software License & Maintenance: In event of non-compliance, the Customer will be required to reconcile its use of both a particular Software Product license and corresponding maintenance as follows:

1. Must purchase the appropriate quantity of new Software Product licenses at list price, along with corresponding maintenance for the new Software Product licenses.
2. Must purchase maintenance back-dated to the time of miss use of the software license. If the period of misuse cannot be identified, then a minimum of 12 months backdated maintenance will be charged.
3. Renew current maintenance. Acronis always recommends that current maintenance is co-termed with backdated maintenance as described in #2 above.
4. Expired Maintenance: A Customer with expired maintenance automatically loses its entitlement to maintenance benefits until maintenance is reinstated in accordance with this policy.

14. Contacting Renewals Maintenance Team

Acronis Renewals has redefined the way its Customers and Partners can contact Acronis Renewals Representatives for requesting information related to their Acronis software maintenance. This new web form helps capture essential data points required to help serve Customers and Partners quickly and effectively. Thereby, improving the overall response time and resolution time.

Maintenance Form

Upon submission of this form a Renewals Representative will reach out to you within 1 business day. Thank you for your continued interest in Acronis.

Customer Type

First name

Last name

Company name

Contact Email

Contact Phone number

Select Country

Postal Code

Product Group

Product Version

Previous License Certificate#

Most Recent Renewal Quote

Product Registration Email

Call Me Back

Comments...

SUBMIT

15. SKU types that CAN be used to renew Maintenance

Backup Business Products

Acronis Renewal SKUs for backup products are nine (09) characters long and we have the following types of SKUs available at time of renewing maintenance

SKU	Description	Purpose
XXXX M XXXXX	Maintenance SKU	Used at time of initial purchase to purchase additional years of maintenance
XXXX R XXXXXX	Renewal SKU	Used at time of renewing initial maintenance or existing renewal
XXXX C XXXXXX	Co-Term SKU	Used for consolidation/co-terming multiple licenses of same product purchased at different times into one expiration date
XXXX E XXXXXX	Reinstated maintenance	This SKU is only used in Japan to reinstate a lapsed maintenance. This is the only SKU with 11 characters long.

Access Business Products:

Acronis Renewal SKUs for Access products are eleven (11) characters long and we have the following types of SKUs available at time of renewing maintenance

SKU	Description	Purpose
XXXX M XXXXXX	Maintenance SKU	Used at time of initial purchase to purchase additional years of maintenance
XXXX R XXXXXX	Renewal SKU	Used at time of renewing initial maintenance or existing renewal
XXXX W XXXXXX	Co-Term SKU	Used for consolidation/co-terming multiple licenses of same product purchased at different times into one expiration date

16. Definitions

Acronis Account Number (AAN)	This is a unique identification number given to each Customer or Partner of Acronis.
Co-Term / Co-Termination	Combining & aligning the renewal expiration dates for multiple licenses within same product family.
Electronic Software Delivery (ESD)	Method Acronis uses to provide software. Software is downloaded as opposed to shipping physical media.
End Date/ Expiration Date	Specific date that service or subscription ends.
EULA	End User License Agreement that governs usage of a particular Software Product license.
List Price (MSRP)	Base price set by Acronis to help standardize pricing.
License Certificate	Formal document issued by Acronis as proof of purchase
Maintenance	Service offering that provides software upgrades & technical support.
Multi-year Renewal	Renewing maintenance/support/service or subscription for 2 years or more.
OEM	Original Equipment Manufacturer—Partners who embed Acronis products into their product.
Product Version	Number assigned to software products to identify which numerical form is in use.
Proof of Purchase	Validation that license, maintenance/support/service; or subscription has been bought—e.g. License certificate, Acronis Invoice; or Serial numbers.
Purchase Order (PO)	Legal document issued by customer, reseller, distributor authorizing purchase of licenses, services.
Product Name	Official description Acronis uses to label/identify item.
Renewal	Term used to describe extending maintenance or subscription.
Reinstatement Fee	Fee imposed for maintenance or subscription when renewing post 30 day grace period from original date of expiration.
Reinstatement Renewal	Resuming maintenance post-expiration.
Renewal Quote	A formal pricing document stating a quoted price for a specific period of time for a maintenance offering.
Renewal Term	Period of performance for a renewal.
Renewal Start Date	Date the renewal commences.
Reseller/Partner	Companies that purchase Acronis products/services to resell to customers.
Standard Maintenance	Business products come bundled with 12 months of software product maintenance from date of purchase.
SKU	Also known as part number. Commonly referred to as Stock Keeping Unit.
Special Pricing Agreement (SPA)	Customized quote used when non-standard pricing is used e.g. co-terming, multi-year renewals.
Term	Definition
Units	Another term for quantity.
Upgrades	New product versions released by Acronis to add new features and enhancements to existing software products.

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