Acronis Backup 12.5 Quick Sales Guide

Technology Evolves - Your Backup Should Too

Elevator Pitch
Available in Standard and Advanced editions, Acronis Backup 12.5 is the world’s easiest and fastest backup solution for all your data, whether it is located on-premises, in remote systems, in private and public clouds, or on mobile devices.

With Acronis Active Protection from ransomware, enhanced backup validation, and blockchain-based authentication of your backups with Acronis Notary, Acronis Backup 12.5 is the most reliable backup solution available today.

Customer Value
Complete Business Protection: Protect entire hybrid infrastructure easily with a touch-friendly, web-based console to manage backup and recovery of all workloads and data.

World’s Fastest Recovery: Reduce RTOs to seconds with Acronis Instant Restore. Run any physical or virtual Windows or Linux system backup as a VMware or Hyper-V VM with a few clicks and without standby hardware.

Reliable and Proven Backup: Count on the proven universal hybrid data protection solution trusted by 500,000+ businesses and safeguarding more than 5,000 petabytes of data.

Ransomware Protection: Prevent ransomware attacks with Acronis Active Protection, which detects and proactively blocks unauthorized encryption of files and backups.

Blockchain-based Verification: Improve compliance and establish validity of recovery with Acronis Notary, which ensures authenticity and integrity of data and backups with blockchain.

Data Control: Assert complete control over the location of your data, systems, and backups, improve compliance, ensuring data sovereignty.

Only Acronis Backup 12.5
Delivers hybrid cloud and on-premises data protection for small and medium-sized businesses and enterprises using a touch-friendly, web-based console to back up and recover all individual workloads.

Includes Acronis Instant Restore that allows you to reduce RTOs to seconds by running any physical or virtual Windows or Linux system backup as VMware or Hyper-V VM with a few clicks and without standby hardware.

Eliminates the need to recover from ransomware attacks by proactively defending systems with Acronis Active Protection.

Supports the protection of 21 types of physical, virtual, cloud, end-user, and mobile devices, for easy, complete, and affordable solution.

Includes Acronis Notary, which improves regulatory compliance, establishes the validity of recovery, and ensures authenticity and integrity of your backups with blockchain.

Gives you complete control over the location of your data, systems, and backups, improving compliance and data sovereignty.

Target Audience
Business
Owner, CEO, Director, CIO, VP of IT
• Pain points: Data loss risks, ransomware threat, incomplete data protection, complex disparate backup tools, scalability
• Message: “Protect your business from any kind of data loss and from ransomware.”
• Decision criteria: Reliability, scalability, ease-of-use, cost

Technical generalists
IT manager, sysadmin, helpdesk, IT, backup admin
• Pain points: Data and configuration loss risks, ransomware, incomplete solutions and complex disparate backup tools, scalability
• Message: “Protect your entire hybrid cloud infrastructure.”
• Decision criteria: Proven track record, feature set, scalability, ease-of-use, cost

Technical specialists
Application owner, DBA, virtual / cloud admin
• Pain points: Data and configuration loss risks, ransomware, lack of features or absence of platform-specific tools, application-awareness
• Message: “Get best-in-class protection for your platform.”
• Decision criteria: Targeted platform-specific features, reliability, ease-of-use, cost

Top Qualifying Questions
Acronis Backup can protect your entire business, backing up data from 21 supported platforms, including physical systems, virtual hypervisors and machines, cloud instances, endpoints, and mobile devices from a single console.

Q: Do you back up your OS, or only back up your data? How long does it take you to restore your server in the event of failure or disaster?
Can you restore data, the OS, or both from your backups?
Acronis Backup disk-imaging technology backs up everything – OSs, applications, data, and more. You can restore an entire system in minutes, even onto dissimilar hardware, or you can restore files, folders, and applications from the same image backup.

Q: Do you store your backups on-premises or off-site? Are your off-premises backups encrypted?
Acronis Backup store backups in up to five different locations on disks and in Acronis Cloud, providing hybrid protection and maximum recovery options in the event of a disaster.

Q: Do you have a solution to stop ransomware attacks?
Acronis Active Protection detects and proactively stops ransomware attacks, preventing unauthorized encryption of files and backups.

Key Stats
80% of companies have lost data in the cloud.
47% of companies attacked by ransomware in 2016.
68% of companies use/plan Hybrid Cloud infrastructure.
25% of companies do not survive a data disaster.
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Top Competitors

Veeam Backup & Replication
- Acronis protects entire hybrid cloud infrastructures with 20+ platforms. Veeam primarily protects VMware.
- Acronis Backup is up to 2X faster, according to the independent lab.
- Acronis Backup has touch-friendly, web-based console accessible from PCs, Macs, and even tablets.
- Acronis Backup installs with 23 fewer clicks (3 vs 26)
- Acronis Backup supports free ESX(i), Veeam B&R only backs up VADP/VSS compliant VMs. Veeam B&R does not.
- Acronis stops ransomware. Veeam backups are targeted by ransomware.

Veritas Backup Exec
- Symantec discontinued BackupExec.Cloud.
- Symantec discontinued Backup Exec appliances.
- Veritas continues to invest into a primary backup solution, NetBackup, while Backup Exec is and will always be secondary.
- What is next for Backup Exec?

Acronis Backup 12 are trusted by 500,000 businesses to protect their corporate resources, like technical support.

Objection Handling

O: I copy files in Windows Explorer / I have data and file backup. What about the non-file data, such as serial keys, registry settings? What about open files? And how long will it take to reinstall the OS for each machine? Acronis protects everything, not just files.

O: My cloud vendor will back up for me. Did you actually check, and try to recover? Cloud vendors provide infrastructure and most perform basic backups. With Acronis you control your backup and your recovery.

O: I will use the free tool provided by Microsoft, Linux, VMWare, Amazon, Apple, Google. Free utilities provide limited capabilities, are often unreliable and resource-hungry, and require a lot of manual effort. Acronis provides a feature-rich, highly reliable solution, trusted by 500,000 businesses to protect their data.

O: Workstation backup is the users' problem. I give them shared folders on our servers for a reason. How about your C-level executives? Directors? Managers? Can you ignore their laptops with up to 80% of your business critical data? Acronis protects their PCs, Macs, iPhones, iPads, Android devices—-for everyone’s peace of mind.

O: My systems never crashed and never will. 5% of HDDs die in the first year—so for your 5 servers with 4 HDDs each, one will fail soon. Can you afford to lose data? Acronis protects you from inevitable crash.

O: I will just reinstall and reconfigure everything. How long will it take–hours? Days? What will be the impact on employee productivity and how much revenue will the company lose? Acronis reduces your recovery times from days to hours and minutes. And with Acronis Instant Restore—to seconds!

Edition

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Testimonials

"Acronis products have simplified recoveries and effectively reduced them to non-events, minimizing time, effort, and staff as we grew our server population by several times in the past several years.”
- Wayne Kyryluk
  George Brown College

"Both the installation and the backup management process of Acronis Backup 12 are very easy even to a new user. And the unified management console provides a great snapshot of what is going on at any point in time..."
- Bhavin Solgama, Managing Director, Qlinix

"If we ever have a server problem, we don’t have to search for the latest image and hope it works; it’s at hand and we know it’s good.”
- Lance Auman, Pentagon Federal Credit Union

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