

Acronis® Company Overview



Acronis® at a glance

Creation Date	Founded in 2001
Head Office	Burlington, Massachusetts (USA)
CEO	Jason Donahue
Number of employees	650
Solutions	Acronis allows users to backup, recover (including bare metal restore), deploy and migrate their entire operating environment including the operating system, applications and files and restore them in minutes, not hours or days.
Customers	<p>Over 3 million installations worldwide use Acronis's patented disk-imaging technology. Customers include global enterprises, government agencies, small and medium sized businesses, as well as home users.</p> <p>British Telecom, Chevron Texaco, Oxford University, Shell Oil, the US Air Force and Volkswagen are just a few of the companies who trust Acronis software to protect their workstations and servers should disaster strike</p>
Annual revenue WW CY2008	\$120 million

Acronis Overview

Acronis allows organizations of all sizes to seamlessly move, manage and maintain their digital assets when and where needed, whatever the circumstances. This is accomplished by de-coupling the operating environment and data from the underlying hardware architecture, making the digital assets portable. Once separated, they can be moved and used in any physical and virtual environment. Acronis provides easy to install, use and maintain affordable solutions for the home, small and mid-size businesses and enterprise. The key to the company's applicability across all segments is a patented snapshot disk imaging technology that allows customers to backup, restore, deploy, and migrate their entire operating environment; including the operating system, applications, settings, folders and files and store the complete image anywhere on the network. Acronis' disk imaging and bare metal restore technology is used for business continuity, data protection, disaster recovery, system deployment, and server virtualization for both Microsoft Windows® and Linux® environments.

Acronis' products protect systems worldwide and have mass applicability including the personal user, financial and professional services, healthcare, technology, retail, manufacturing, and public sectors, utilities, government and more. Acronis technology consistently wins awards for its ease of use and leading edge technology in the storage management and disaster recovery market and application segments. A multinational company with development, marketing, sales and support operations around the world, Acronis has in excess of 140,000 corporate customers and more than three million installations. Acronis products are sold through a well-established network of channels including online, retail, direct, VARs and distributors. Customers use Acronis to safeguard personal and organizational software infrastructures and to assure the availability, integrity, and fast recoverability of their PCs, workstations, laptops, and servers.

Acronis Technology

Acronis' solutions are based on its patented disk imaging technology. A disk image is an exact copy of a computer or server hard disk. The snapshot contains everything the server or computer needs to run such as operating systems, applications, configuration files, user settings, and data. Disk imaging technology creates faster backups and restoration and improves return on investment when compared to traditional backup or continuous data protection (CDP) technologies.

Acronis solutions consist of the following:

- **Backup and Restore** — Solutions to back up and restore images of data, applications and operating system settings, in minutes, without re-installing the operating system in both physical and virtual environments.
- **Restore to dissimilar hardware** — Restoring a disk image taken on one Microsoft Windows hardware platform and restoring it to another.
- **Data deduplication** — File and block level deduplication at either the source or target system reduces storage cost and saves network bandwidth.
- **Data migration** — Migrating data from physical to virtual servers, between virtual servers, between physical servers and from virtual to physical servers using imaging technology.
- **Deployment** — Using disk cloning technology, solutions that deploy an image including operating system and applications to multiple systems simultaneously, making it ideal for rapid bare-metal installations.
- **System commissioning** — Products that allow gold-master disk images to be multicast across the network to commission new systems or re-image older ones.
- **Disk partitioning** — Disk management tools that help manage, resize, move, copy and split disk partitions, select different booting modes, and recover or repair damaged hard disks.
- **Virtualization** – Support for Microsoft, VMware, Citrix and Parallels virtual environments

Industry challenges

Acronis helps organizations to overcome an increasing number of challenges when striving to keep their systems available, while balancing this against the need to cut costs. These include:

- Managing rocketing data growth and the associated costs
- The need to protect systems and keep data available
- The challenge to keep a business up and running with limited resources
- Data retention requirements to meet compliance needs
- Ability to backup and restore workstations and servers in a distributed network from a single location

Managing rocketing data growth and the associated costs

According to IDC research, global digital data created and stored worldwide has increased by 3000% in the past three years

It is well recognized that information is the lifeblood of an organization. Digital information is growing at exponential levels which, when coupled with our increasing reliance on data and business critical applications, means no organization can afford to leave their systems unprotected. Unfortunately, system failure is an everyday occurrence. And contrary to popular belief, it's not just floods, fires and other natural disasters that jeopardize systems. In fact the majority (53%) of all data and system loss is due to hardware or software failures. And 38% of losses are due to human error. Such a broad variety of threats deem it necessary to protect systems from several fronts. The rapid growth of data means it is increasingly expensive for companies to manage backups. Setting aside the cost of the storage mediums used to backup data, organizations still need to cover the price of powering and cooling servers and the costs of the physical space needed for the data centre. In addition, in companies of all sizes it is common for different users to save a copy of exactly the same file. Because the same file is saved on multiple computers it wastes costly storage space and network bandwidth. This challenge is not going to go away; in fact, it is set to get worse.

Acronis' reliable disk imaging technology ensures that a business can backup their entire system with peace of mind that they can recover in the event of failure. Its integrated deduplication technology can cut storage requirements by up to 90% by eliminating replicate files. Through deduplication, Acronis reduces the volume of an organization's backups which allows users to ease data growth and reduce the need to purchase additional storage space.

Acronis provides affordable file and block level, software deduplication functionality. Deduplication has traditionally been reserved for larger organizations due to its high cost. Acronis offers modular deduplication at one of the industry's lowest price points, without the need to purchase additional hardware. It enables a significant cost reduction in storage hardware, power, and operating costs.

The need to protect systems and keep data available

Industry estimates indicate that 60% of all the data stored by corporations is held on workstations and laptops

Data storage has transitioned from being server-attached to being widely distributed across local and global networked storage systems. In many cases IT managers do not have direct control of users' systems in order to back them up on a regular basis. In order to ensure that a backup is made, the IT manager must pre-schedule the backup, plus provide a location for that backup to go to if the laptop or computer is not connected to the corporate network. With the increase in mobile working, it is important that end users, not just IT professionals, are able to recover their own data. The ability to simply "roll back" to the point before system error occurred is paramount. The proliferation of heterogeneous systems and platforms has created mixed environments which are more difficult to manage. Today, most companies have to manage the coexistence of physical and virtual environments.

Acronis helps organizations of all sizes to simplify and automate backup and disaster recovery processes across physical and virtual environments, while having the ability to manage geographically distributed PCs, workstations, and servers and scale to thousands of machines. Providing support for both Windows and Linux environments, plus virtual environments from VMware, Microsoft, Parallels and Citrix, Acronis meets standardization requirements.

Acronis provides backup and recovery management both locally and remotely from a central management console. Because the software is easy to use, it self-empowers mobile workers to manage their own recovery processes – saving them the time taken to report a failure to the IT department. In addition, it enables recovery to dissimilar hardware, maximizing flexibility, reducing downtime and eliminating the need to purchase additional identical hardware. At a time when organizations are reducing spend on hardware, Acronis allows administrators to leverage existing platforms without further investment.

The challenge to keep a business up and running with limited resources

The software and resources required to ensure business continuity are critical to an organization's success. However, this can be costly. In today's economic environment, the initial investment in software must be cost effective; furthermore it should not require an army of consultants or IT professionals to deploy and manage the solution, hence reducing long term costs. Businesses need cost effective, simple, easy to use solutions to protect their data and systems and to maximize the long term ROI.

In today's tough climate many businesses are deferring hardware refreshes, which increases the risk of failure of these devices. Acronis helps by providing a reliable backup and disaster recovery environment which allows enterprises to safely stretch the life of their computing and network infrastructure for a fraction of the cost of a hardware refresh. Another way to decrease costs has been the widespread adoption of virtualization technologies allowing companies to consolidate physical servers and make significant savings in terms of hardware expenditure, space and energy costs. Beyond server consolidation, virtual environments can also enhance traditional disaster recovery by allowing the quick restore of any failed server onto a virtual machine.

However, businesses often place too much focus on picking the right virtualization platform and not enough time considering how they will protect their virtualized data and perform backups in a virtual environment once the project is complete. Virtual servers are subject to the same variety of loss scenarios as their traditional physical counterparts (whether this be natural disasters, viruses or hard disk corruption) - as well as an array of additional ones that arise from the nature of the virtualization technology itself. Transportability is also an area which needs to be addressed. A backup of a virtual server cannot always be easily restored to a physical environment, and vice versa. This can result in a limited range of recovery options.

Having a powerful backup and recovery solution in place before you enter into the virtual world is vital. Acronis allows users to move data in, out and between virtual and physical environments, giving IT administrators peace of mind in this emerging technology. Reliable and speedy backup and recovery through a central management function ensures that organizations know their virtual servers are protected, allowing resources to concentrate on more pressing tasks. In addition, Acronis allows organizations to centralize and simplify management of systems which is critical to keep staff costs down by limiting the need for highly skilled resources and intensive training. Acronis' affordable and simple pricing models meet the needs of companies of all sizes.

Data retention requirements to meet compliance needs

In an era where increased regulation and red tape impinges every industry, businesses are coming under increased scrutiny and must at all times be able to provide an immediate and comprehensive audit for how they run their organization and its business transactions. Therefore the proportion of data that must be archived and made easily accessible for future use is making it harder than ever for IT administrators to manage their environment. And it's not just the companies who are subject to such scrutiny that need to meet strict compliance requirements.

Suppliers wishing to do business in such environments are also increasingly under pressure to meet service level agreements in order to even be shortlisted for business tenders. Each country and industry has its own regulatory requirements to face. Whether it is the need to meet Sarbanes-Oxley or HIPAA, failure to comply can result in huge financial fines and negative publicity. The corporate governance objectives affecting many organizations mandate the creation of multiple copies of data with increasingly longer and more complex retention requirements. The inability to meet these can translate to a breach of regulations; leaving a business exposed to huge financial fines.

An inability to recover data can also impact on an organization's funding or ability to get credit. And is not just the failure to meet established compliance requirements that can severely impact on a business. Data loss significantly affects a businesses' ability to meet SLAs and therefore can have massive repercussions for an organization's reputation and its brand image. This is no longer just an IT issue, the IT department must work closely with the financial, compliance and management functions within a business in order to meet these legislations. Backup and recovery solutions form the heart of a compliance strategy. Acronis offers cost effective, easy to use backup and recovery solutions to ensure that system downtime is minimized and that data loss is eliminated, ensuring data is protected to meet strict compliance regulations.

Acronis solutions

Backup and Disaster Recovery

Acronis Backup & Recovery™ 10 is the next generation of the award-winning Acronis True Image disaster recovery product family for physical and virtual environments. Organizations of all sizes can simplify and automate backup and disaster recovery processes across Microsoft Windows and Linux environments, while having the ability to manage geographically distributed PCs, laptops, workstations, and servers, and scale from one to thousands of machines.

With the Acronis® Backup & Recovery™ 10 Universal Restore option, systems can be restored or migrated to dissimilar hardware or virtual machines. It speeds up recovery, increases flexibility and minimizes cost by eliminating the need to acquire identical standby hardware. In addition, with the Acronis® Backup & Recovery™ 10 Deduplication option, Acronis Backup & Recovery 10 optimizes storage capacity and leverages existing hardware infrastructure.

The full product portfolio consists of the following:

- Acronis® Backup & Recovery™ 10 Advanced Server
- Acronis® Backup & Recovery™ 10 Advanced Server Virtual Edition
- Acronis® Backup & Recovery™ 10 Server for Windows
- Acronis® Backup & Recovery™ 10 Server for Linux
- Acronis® Backup & Recovery™ 10 Advanced Server - Microsoft Windows Small Business Server Edition
- Acronis® Backup & Recovery™ 10 Advanced Workstation
- Acronis® Backup & Recovery™ 10 Workstation
- Acronis® Backup & Recovery™ 10 Options
 - Acronis® Backup & Recovery™ 10 Universal Restore
 - Acronis® Backup & Recovery™ 10 Deduplication

Acronis Backup & Recovery 10 Features and Editions

Feature	Advanced Server	Advanced Server Virtual Edition	Server for Windows	Server for Linux	Advanced Server SBS Edition	Advanced Workstation	Workstation
Block level image backup	✓	✓	✓	✓	✓	✓	✓
File level backup	✓	✓	✓	✓	✓	✓	✓
Bare-metal restore	✓	✓	✓	✓	✓	✓	✓
Acronis® Active Restore™	✓	✓	✓		✓	✓	✓
VM backup from host		✓					
Acronis® Universal Restore™*	Option	✓	Option		✓	Option	Option
Deduplication*	Option	Option			Option	Option	
Centralized management	✓	✓			✓	✓	
Centralized dashboard	✓	✓			✓	✓	
Remote administration	✓	✓			✓	✓	
Server OS	✓	✓	✓	✓	✓		
Client OS	✓	✓	✓	✓		✓	✓
Dynamic disk support	✓	✓	✓		✓	✓	✓
Backup scheduling	✓	✓	✓	✓	✓	✓	✓
Notifications (email, SNMP)	✓	✓	✓	✓	✓	✓	✓
Acronis/Windows Logging	✓	✓	✓	✓	✓	✓	✓

* Acronis Backup & Recovery 10 Deduplication and Acronis Backup & Recovery 10 Universal Restore are separately licensed options, unless otherwise noted.

Database Recovery

Recovery tools include purpose-built products optimized for DR for Microsoft environments

- Acronis® Recovery™ for Microsoft Exchange
- Acronis® Recovery™ for MS SQL Server

Deployment

Creation of disk images of the whole stack operating system and applications, and replicates them, making client or server deployment faster

- Acronis® Snap Deploy® for Workstation
- Acronis® Snap Deploy® for Server
- Acronis® Universal Deploy® for Workstation
- Acronis® Universal Deploy® for Server

Disk Partitioning

Partition and hard disk management utilities help to maximize performance

- Acronis® Disk Director® Suite (specifically for PCs and Workstations)
- Acronis® Disk Director® Server

Distribution Strategy

Acronis sells our solutions to home users, small and medium-sized businesses as well as large organizations around the world via channel partners, retail stores, a direct sales force, online sales and OEM partners. Acronis has more than 7000 resellers around the world. Each partner plays a significant role in Acronis' partner ecosystem by providing products and services to our customers. Acronis keeps developing our partner program and investing in the training and resource enablement of our partners, who are instrumental in the growth of the company.

Customer Support Service

Acronis customer support programs are aimed at providing users with a world-class service, at a level and cost that meet their specific support needs. Designed to meet the customer service, support, and troubleshooting demands of home and corporate customers, the comprehensive Acronis® AdvantageSM service and support program provides a variety of support options including a self service, pay-per-incident or annual subscription plan.

Technology-based Alliances and Certifications

Acronis maintains strategic product and technology relationships with major industry leaders to ensure that its software applications are integrated with, supported by and add value to its partners' hardware and software products. Collaboration with these market leaders allows us to provide applications that enable our customers to improve data management efficiency. For example, our strategic relationships include IBM, Hewlett-Packard, Sun Microsystems, Microsoft, VMware, Red Hat, Novell/SuSE, Oracle, MySQL, Quantum and Parallels. Acronis' products also hold a variety of technical certifications, such as Red Hat Ready, Citrix Ready, IBM Server Proven, HP BladeSystem Solution Builder and IBM Blade Center Alliance Program.



For additional information, please visit <http://www.acronis.com/>

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