

# Acronis

## Backup Cloud

### The #1 Backup-as-a-Service Solution for Service Providers

With zero entry costs, a pay-per-use business model, and highly flexible deployment options, Acronis Backup Cloud quickly gets you to new markets, creates new incremental revenues, and enables you grow your business fast.

#### Why Choose Acronis?

Acronis Backup Cloud is a highly customisable, cost-effective solution that integrates easily with your existing business automation platform or operates as a powerful stand-alone platform.

Powered by the Acronis AnyData Engine, Acronis Backup Cloud provides your customers with a best-in-class solution that is easy, complete, and safe.

- **Easy** — Leverage a single dashboard designed for service providers to provision, deploy, and manage your customers and their customers' backups. Acronis Backup Cloud includes powerful integration with business support systems to reduce operational costs and streamline cloud sales.
- **Complete** — Deliver a backup service that supports sixteen different platforms, allowing service providers to address more of their customers' data endpoints. With support for physical and virtual servers, PC and Mac® workstations, laptops, iPhone®/iPad®/Android® mobile devices, and Office 365® mailbox data, you can protect all of your customers' data with a single unified platform.

- **Safe** — Store customer data in one of the tier-IV designed, SSAE-16 certified Acronis data centres, or in your own secure datacentre that you control. Use the provided Acronis Storage software for even more dependable backup storage. Utilize SSL encryption for management channels and AES-256 encryption for data in-transit and at-rest.

#### Quickly Add Valuable Services

According to Odin's fifth annual U.S. SMB Cloud Insights™ report, the U.S. SMB (small-to-medium business) cloud services market will grow at an 11.4 per cent compound annual growth rate, from \$25.2B in 2015 to \$34.9B by 2018. One of the key drivers for cloud services growth will be software-as-a-service (SaaS), such as online backup and storage.

This provides you with a valuable market opportunity. SMB owners are increasingly aware of the risks to their business if data is lost or destroyed. In addition, with an easy-to-deploy solution that can leverage Acronis Cloud, your existing infrastructure, Microsoft Azure®, Amazon S3®, and other third-party storage, your customers will be up and running in no time. Just as quickly, you will see increased revenue streams and improved customer satisfaction and retention.

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

## ACRONIS BACKUP CLOUD SERVICE PROVIDER BENEFITS

- Easily add a valuable backup service to your portfolio and improve customer satisfaction and retention.
- Grow your customer base and realise incremental revenues.
- Launch quickly with zero entry costs and a per-use business model.
- Deliver the services you want with a multi-tiered, multi-tenant cloud.
- Streamline operations with business systems integration and backup extensions.
- Protect customers' servers, workstations, mobile devices, and Office 365 mailbox data.
- Differentiate your service from the competition with hybrid backup.
- Leverage Acronis Cloud Storage, use your own storage, Microsoft Azure, Amazon S3, or other third-party storage.
- Make a safe choice with Acronis' proven AnyData Engine and years of data protection expertise.

## FLEXIBLE DEPLOYMENT OPTIONS

- **Acronis-hosted** – A turnkey solution that is hosted in an Acronis data centre enables service providers to get to market quickly and with no up-front investment.
- **Hybrid deployment** – An Acronis-hosted management console that uses your storage or another third-party storage; simplifies setup and reduces time to market.
- **Service provider hosted** – You host and maintain the complete solution, including management servers and storage servers. A completely private cloud solution.

# Key Features

## Backup and Recovery Features

- Local and cloud backup for flexible, hybrid protection
- Recovery of any platform from local or cloud to bare metal
- Local Instant Recovery® of servers by running backups as VMs (virtual machines)
- vmFlashback® for fast incremental restore with VMware ESX(i)® and Microsoft Hyper-V®
- Backup and recovery of selected files, folders, volumes, or a complete system
- Backup of Windows® servers / desktops / laptops, Linux® servers and desktops, and Mac OS X® desktops / laptops
- Backup of Microsoft SQL Server®, Exchange, SharePoint®, Active Directory®, and Microsoft Office 365 mailbox data
- Granular object-level recovery for Microsoft Exchange and SharePoint databases
- Backup of user data from iPhone, iPad, and Android mobile devices
- Support for VMware vSphere® / Microsoft Hyper-V / RHEV® / Linux KVM / Citrix XenServer® / Oracle® VM Server / Virtuozzo® VMs and containers
- WAN (wide area network)-optimised replication of virtual machines between hosts
- Off-site backup to the Acronis Cloud, your own cloud, Microsoft Azure, Amazon S3, or other third-party storage
- Initial seeding and large-scale recovery with physical shipping
- Bare-metal recovery for VMware ESXi and Microsoft Hyper-V for complete protection
- Disk-to-disk-to-cloud backup staging support
- Customer self-service backup monitor to control backups

- Customer centralised views of activities and alerts
- Simplified P2V, P2C, V2C, and C2C migrations

## Service Provider Features

- Easy-to-use management console with centralised backup status and history
- Multi-tenant service platform with multiple partner tiers
- Integration with existing systems via RESTful API and APS Cloud Application Standard v2.0/1.2s
- Integration with Odin®, HostBill, Flexiant®, WHMCS, ConnectWise, LabTech, and Microsoft Azure
- Multiple points of branding and customisation as well as a white label service option
- Granular control over quotas for storage and devices
- Control over local storage options to accelerate cloud data consumption
- Free customer trials with automatic conversion to production
- In-product purchase links for easy customer upgrades
- Automated backup agent updates from the cloud for easy maintenance
- Support for custom legal terms and user acceptance confirmations
- Automatic multi-language support for supporting any end-user environment

## Security Features

- 2048-bit SSL management channel encryption
- AES-256 data encryption in transit and at rest
- Increased security with network based login restrictions

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To learn more about all the amazing features in Acronis Backup Cloud, and how you can improve your business selling this powerful service, visit us online at [go.acronis.com/backup-cloud](https://go.acronis.com/backup-cloud)

For additional information, please visit [www.acronis.com](https://www.acronis.com)

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