# Acronis

# Acronis Backup

# Acronis Backup Guards Against Modern Threats

Cybercrimes will cost $6 trillion per year worldwide by 2021

50% of hard drives die within 5 years

90% of companies are out of business without DR

Data is growing 33 times faster than IT staff

70% of consumers indicated they'd avoid businesses with security breach

Acronis
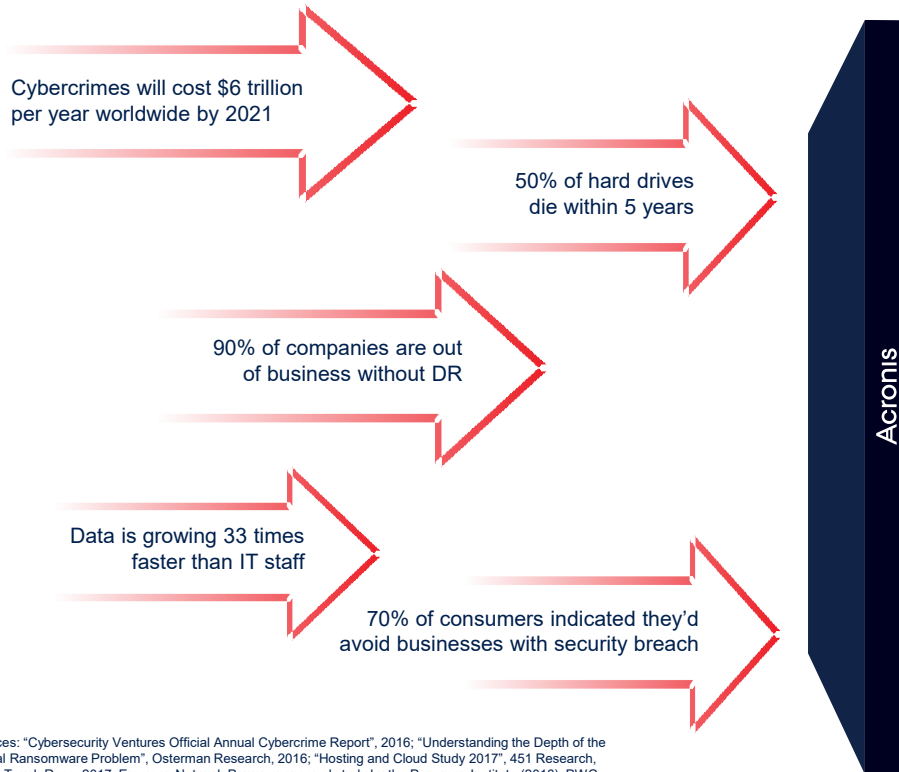
✓ **Keeps Business Running**

✓ **Supports Growth**

✓ **At an Affordable Price**

Sources: "Cybersecurity Ventures Official Annual Cybercrime Report", 2016; "Understanding the Depth of the Global Ransomware Problem", Osterman Research, 2016; "Hosting and Cloud Study 2017", 451 Research, 2017, Touch Ross, 2017, Emerson Network Power-sponsored study by the Ponemon Institute (2016), PWC 2016 US CEO Survey

# Acronis Backup

## Stay ahead with the most secure backup

### Easy

**Back to work in mere seconds**

○ Get back to work easily by starting your backup as a VM - so quick that no one realizes there was a problem

○ Accelerate your recovery up to 2 times by flexibly restoring servers or PCs to bare metal or dissimilar hardware

○ Reduce the recovery time of VMs up to 100 times by saving only changed blocks of information in the backup

### Efficient

**No impact on production systems**

○ Save money on infrastructure by leveraging on-premises or cloud deployment models for management server

○ Retain 20 percent work hours with simplified administration, allowing IT generalists to perform backup tasks with minimal involvement

○ Save up to 10x with cloud storage adoption as your data/device growth

### Secure

**Keep your data protected**

○ One solution for 20+ platforms – physical and virtual, clouds, apps and mobile

○ Eliminate ransomware attacks with built-in cyber threat protection - 200,000 unique attacks prevented

○ Ensure data integrity with our innovative blockchain-based technology which prevents attacks targeting archive files

Dual headquarters
in Switzerland and Singapore

# #1 Customers' Choice



Acronis is honored to be named one of The Best Enterprise Data Server Recovery and Backup Software of 2018 in the 2018 Gartner Peer Insights Customers' Choice for Data Center Backup and Recovery Software.



Acronis was awarded the highest possible score the Grid Report for Server Backup, Winter 2019. In addition, G2 Crowd ranked Acronis Backup higher than Veritas Backup Exec with 336 reviews and an average ranking 4.2

# Why Acronis Backup is better?

**1** Proactive Ransomware Protection

**2** Hybrid Cloud Architecture

**3** Complete Protection

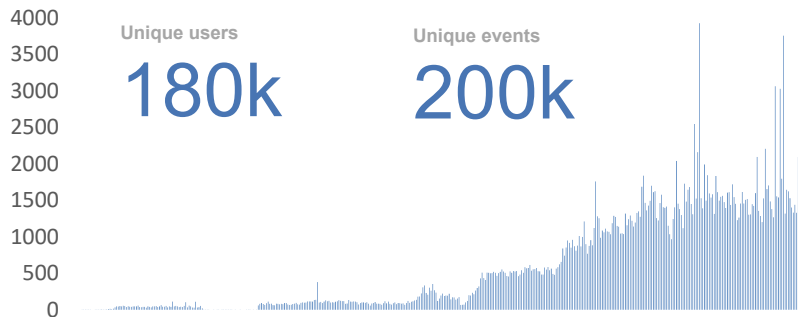**4** Instant Recovery

**5** Blockchain notarization

**6** Unmatched Simplicity

# Based on awarded Acronis Active Protection

## Proactively prevents downtime

- **Cyber-security** technologies

- **AI- / ML-based techniques** and **behavior heuristics**

- **Automatic recovery** of the affected files

Daily events

Unique users
# 180k

Unique events
# 200k

4000
3500
3000
2500
2000
1500
1000
500
0

## 200, 000 ransomware attacks prevented

"Acronis provided excellent performance, is easy to use and has a rich feature set. On top of that it is the only solution in the test to provide dedicated protection from ransomware attacks. This earned Acronis the first ever **APPROVED BACKUP & DATA SECURITY certificate of AV-TEST.**"

*David Walkiewicz, Director Test Research, av-test.org*

"Our test of the personal backup software showed that their **self-defense** is far from ideal. **Only one of the seven products tested by us, namely Acronis True Image**, was able to demonstrate a good result."

*Ilya Shabanov,
Managing Partner
at Anti-Malware Test Lab*

# Acronis' Unique Hybrid Cloud Architecture Gives Control Over Data

## ANY MANAGEMENT

Management software deployed and controlled independently, enabling data protection control by customer, service provider, vendor, partner, or third-party from public/partner/private cloud or customer premises

### ANY PROTECTION

- Backup
- Storage
- Disaster Recovery
- Sync & Share
- Notary/ASign
- Ransomware protection

### ANY WORKLOAD

| | |
|---|---|
| On-premises | Private Cloud |
| Cloud | Mobile |
| Applications | Files |
| Virtual | |

### ANY STORAGE

| | |
|---|---|
| Disk, Tape | NAS, SAN |
| Partner Cloud | Private Cloud |
| Public Cloud | Acronis Cloud |

### ANY DEPLOYMENT

| | |
|---|---|
| Local | Private Cloud |
| Partner Cloud | Acronis Cloud |
| Public Cloud | |

### ANY RECOVERY

- Physical
- Virtual
- Mobile
- Applications
- Files
- Cloud

# 20+ Platforms Protected

Backup solution that outpaces technology: new platforms with every release

**Microsoft**

| Azure | Windows Server | Windows PC | Exchange | SQL Server | Share Point | Active Directory | Hyper-V | Office 365 | Linux Server |
|---|---|---|---|---|---|---|---|---|---|

| Amazon EC2 | G Suite | Mac | iPhone | iPad | Android | VMware vSphere | Oracle x86 VM Server | Red Hat Virtualization | Linux KVM | Citrix XenServer | Virtuozzo | Nutanix |
|---|---|---|---|---|---|---|---|---|---|---|---|---|

**Acronis**

Dual headquarters
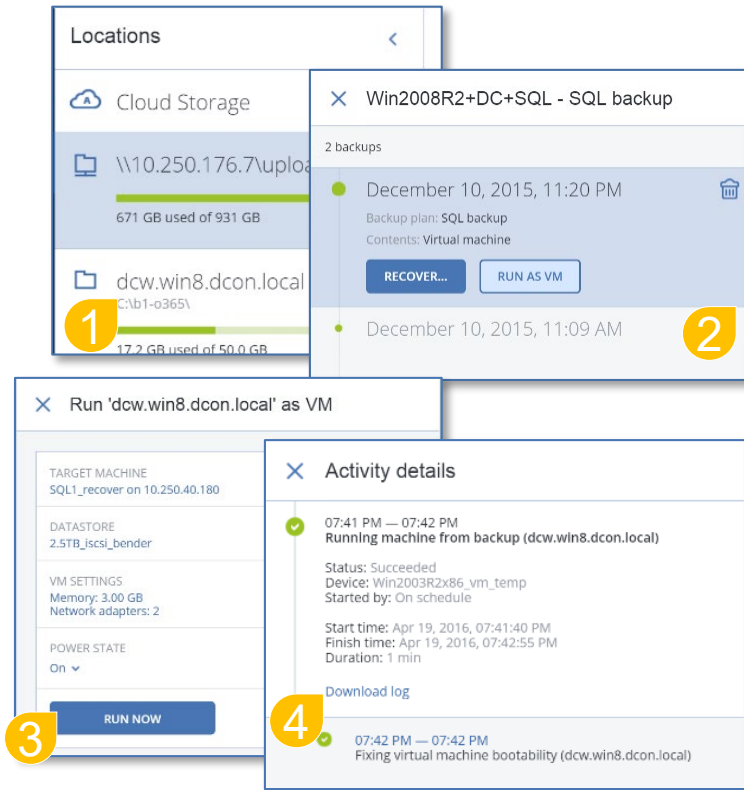in Switzerland and Singapore

# Acronis Instant Restore

Gets you running again in seconds

**Benefits:**

• RTO in seconds

• Recover any virtual, physical or cloud server, Windows or Linux
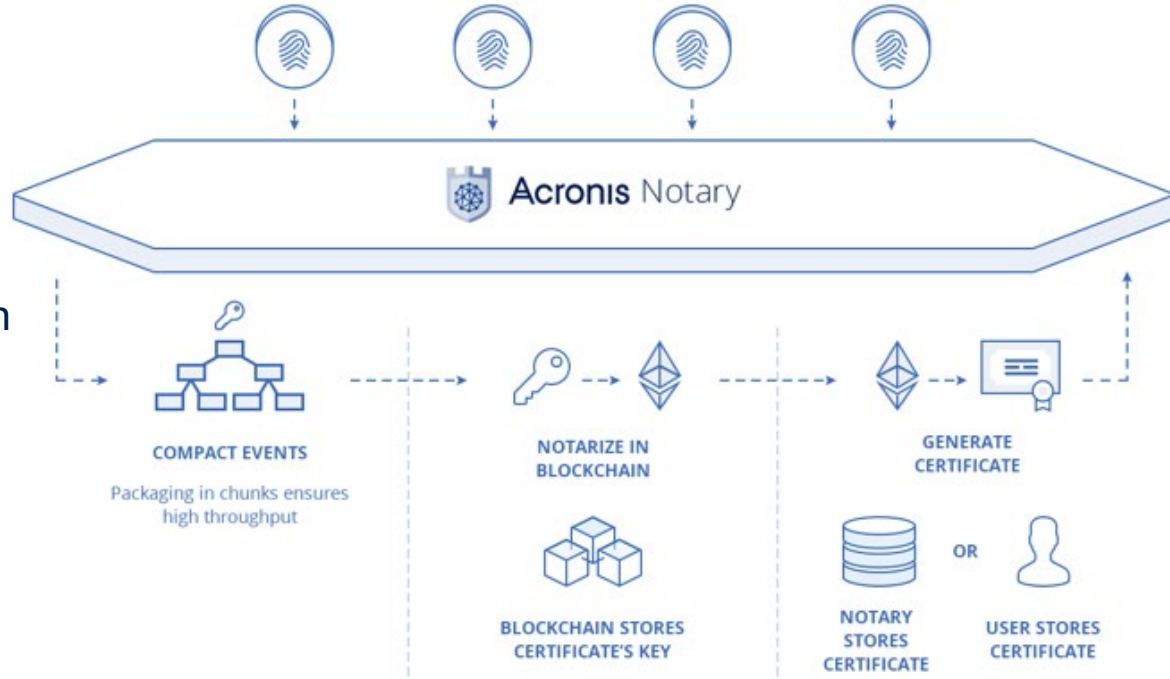
• Reduced network consumption

**How it works:**

• Redirect VM read requests straight to backup

• Works with backup locations on local storage, network shares or Cloud

# Acronis Notary with Blockchain

- Acronis Notary protects data from tampering using blockchain

- Highly scalable micro-service architecture

- API interface (REST), queue interface (AMPQ) for integration

- High throughput (xx10,000 objects per blockchain transaction)

- Notarization certificates with built-in verification



Acronis Notary

**COMPACT EVENTS**

Packaging in chunks ensures high throughput

**BLOCKCHAIN STORES CERTIFICATE'S KEY**

**NOTARIZE IN BLOCKCHAIN**

**GENERATE CERTIFICATE**

**NOTARY STORES CERTIFICATE**

OR

**USER STORES CERTIFICATE**

# Single Pane of Glass
## Simplicity

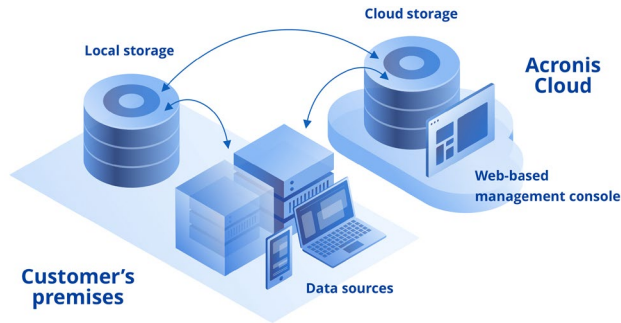**Facilitate daily routines and keep costs low**

- 3 clicks installation

- One easy, scalable tool

- Smart alerts and dashboards

- Easy to learn

- Friendly UI
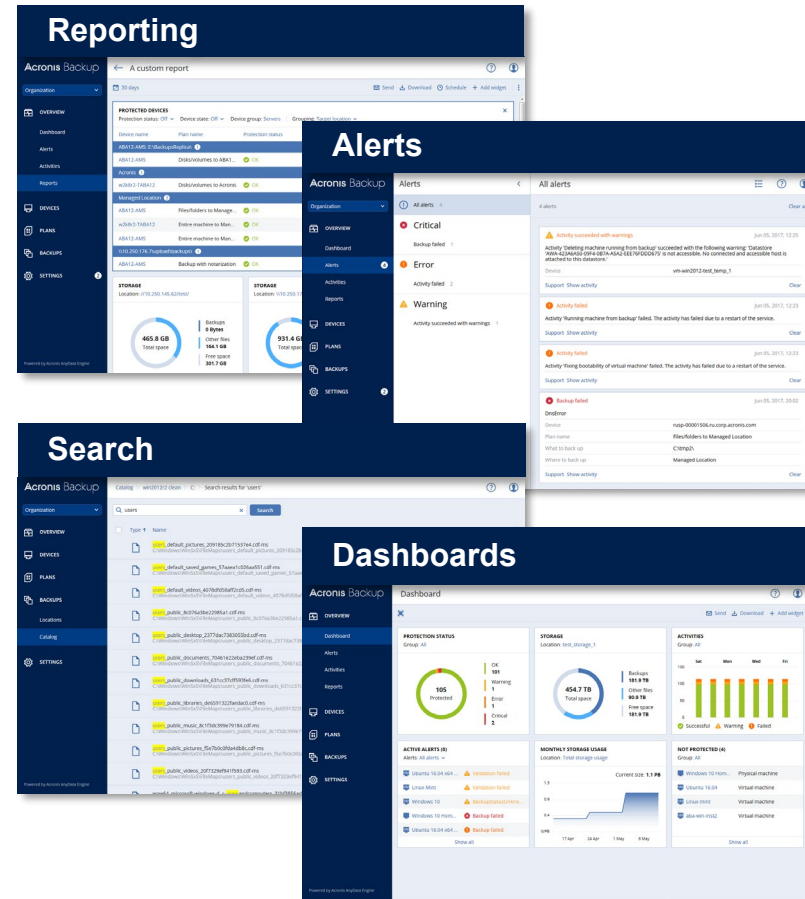
# Available as Acronis Backup Service

**Get rid of on-premises backup complexity with Acronis Backup Service**
The Acronis Management Server is running in the Acronis Cloud, leaving you free from headaches and initial setup pain.



Cloud storage

Local storage

Acronis Cloud

Web-based management console

Customer's premises

Data sources

**Leverage Acronis Cloud Storage**
Backup any data or any system – anytime – to secure, off-site cloud storage. You can recover files, applications, or an entire system in one easy step, anywhere you have an internet connection.

## Get more functionality in the Acronis Cloud

**Double Protection with Cloud Disaster Recovery**

Ensure critical business applications are available when disaster strikes. Cloud failover lets you run from your backups in Acronis Cloud and reliably failback when your servers are active again.

**Microsoft Office 365
Cloud-to-cloud Backup**

Protect Microsoft Office 365
data with easy-to-use and secure cloud-to-cloud backup that puts Microsoft Exchange Online, OneDrive for Business, and SharePoint Online data under your control.

# Flexible Licensing to Meet Your Business Needs

## Acronis Backup Standard
**for up to 5 protected machines**

- Any workload & Any storage
- Touch-friendly, web-based console
- Proactive ransomware defense with Acronis Active Protection
- Flexible deployment options
- No HW required with Acronis Cloud Console
- Office 365 and G Suite backup
- Acronis Disaster Recovery

## Acronis Backup Advanced
**for larger infrastructures**

standard functionality plus:

- 7 popular hypervisors support
- Best RTO Acronis Instant Restore
- Shared backup plans
- Off-host backup management
- Remote & Automated bare-metal recovery
- Scheduled backup replication & retention
- Centralized data catalog with search tool
- Administrator roles and policy-based group management
- Advanced reporting
- Tape drives, autoloaders, libraries support
- Acronis Notary and Acronis ASign

# Acronis Backup Editions

| License | Acronis Backup Standard | | | | | Acronis Backup Advanced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Server | Workstation | Virtual Host | Windows Server Essentials | Office 365 | Advanced Server | Advanced Workstation | Advanced Virtual Host | Advanced Office 365 |
| Supported platforms | Windows Server, Linux | Windows PC, Mac | VMware, Hyper-V | Win. Server Essentials, Foundation, Small Business | Microsoft Office 365 | Windows Server, Linux | Windows PC, Mac | VMware, Hyper-V, XenServer, KVM, RHEV, Oracle VM | Microsoft Office 365 |
| Local Disks, NAS, SAN storage | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Acronis Cloud Storage | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Centralized touch-friendly web console | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Acronis Active Protection™ | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Acronis Notary™ | | | | | | ● | ● | ● | ● |
| Administrator roles and delegations | | | | | | ● | ● | ● | ● |
| Advanced reporting | | | | | | ● | ● | ● | ● |
| Tape drives, autoloaders, libraries support | | | | | | ● | ● | ● | ● |
| Centralized disk storage deduplication | | | | | | ● | ● | ● | ● |
| Acronis Instant Restore | | | | | | ● | ● | ● | ● |
| Shared Backup Plans | | | ● | | | ● | ● | ● | ● |

←——— Small business (less than 5 PCs & Servers) ———→  ←——— Larger business ———→