

Acronis

ACRONIS CLOUD BACKUP

Product Presentation



Agenda

- *Secure Online Desktop* Corporate Overview
- Challenges of Data Protection
- *Acronis Cloud Backup* Solution and Benefits
- Licensing and Support
- Customer Stories

Secure Online Desktop

Corporate Overview

Secure Online Desktop

- 6 years on the market
- Secure Online Desktop provides Cloud Computing services with IaaS (Infrastructure as a Service) and SaaS (Software as a Service) model.
- Provides dependable services
 - Cloud Server
 - Virtual Datacenter
 - Web hosting
 - Cloud Conference
 - Cloud CRM for Call Center
 - ownCloud (Cloud Drive)

Secure Online Desktop and Acronis

- We are
 - Trained
 - Certified
 - Working with Acronis since 2014

Data Protection Challenges

In Modern IT Environments

Your Business Environment

Your Business Depends on

Vital applications

- CRM, ERP, E-mail, Databases

Business-critical data

- Customer DB, Sales, Marketing

High employee productivity

- Remote and in-office

Dynamic IT infrastructure

- Physical, Virtual, Cloud

You Want

Complete business data protection

- Not a piece-meal backup

Easy unified management

- Not a bunch of complex user interfaces

Fast backup and recovery

- Reduce business downtime

Reliable and trusted technologies

- To handle evolving business requirements

Your Business Reality...



70%

Have **insufficient*** protection of their critical data



75%

Estimate every hour of downtime of critical applications costs **over \$20,000**



48%

Run both **Virtual and Physical** systems in their IT



25%

Do not return to operation after a disaster

Sources: *"Complexity and Data Growth Driving Small and Medium-Sized Environments Toward a New Generation of Data Protection"*, IDC, June 2014. Sample: 401 SMB Businesses, <1000 employees
US Small Business Administration, *"Planning for Disasters in Advance"* in cooperation with Institute for Business and Home Safety, <https://www.sba.gov/content/disaster-planning>

Businesses Depend on Microsoft Tech



89%

Usage rate
of Microsoft
Windows PCs



75%

Servers are
virtualized.
Microsoft **Hyper-V** is
one of market leaders



102%

Annual growth
of Microsoft **Azure**
usage – fastest
growing cloud IaaS



77%

Microsoft
Exchange market
share, including Office
365

Sources: NetMarketShare.com, July 2016; "Market Trends: x86 Server Virtualization, Worldwide, 2016", Gartner, May 2016; Earnings Release FY16 Q4, Microsoft, July 2016; Enterprise Email, Osterman Research Survey, March 2016

Office 365 Data Protection Challenges

Customer Challenges and Risks

Customers need local backup

- Existing solution may support only the cloud storage
- Company / compliance regulations require on-premises copy
- **73%** of respondents want backups outside of the vendor's cloud, with **29%** requiring copy on-premises, according to ESG*

Customers don't back up cloud data

- Assuming cloud vendor does proper backups
- Microsoft Office 365 backup is not built-in
- Risk data loss and being non-compliant

Customers' backup solutions do not support Office 365

- Traditional enterprise backup solutions

Solution

Acronis Cloud Backup

- Protects Office 365 mailboxes
- Stores backups on-site, and in the cloud
- Protects 16 platforms – no separate solutions needed
- Enables compliance with corporate business continuity policies, including long-term retention
- Allows customers to **regain control** of their email
- Diminishes risks

*"Data Protection Cloud Strategies" research, Enterprise Strategy Group, December 2016

Cloud Managed Data Protection Advantages

- **Solve** your data protection challenges quickly
- **Start** protecting all data without upfront investments
- **Enjoy** both local and cloud backup and bare-metal recovery in one service
- **Focus** on your business and leave data protection to us
- **Get** managed backup & recovery today

Acronis Cloud Backup

***Peace of mind knowing that your data
is safe and secure!***

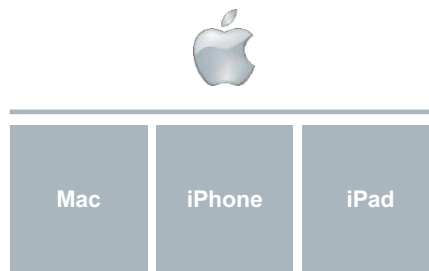
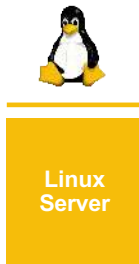
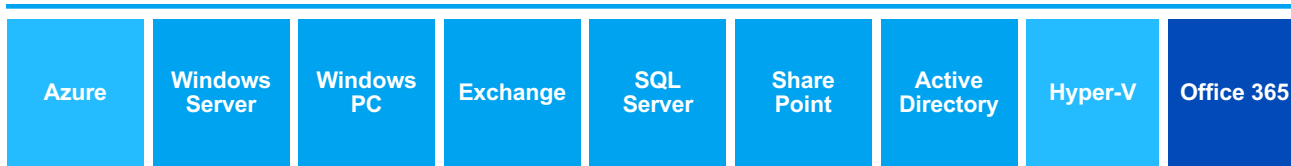


Acronis Cloud Backup

World's Fastest Backup Solution

Acronis Cloud Backup

World's easiest and fastest data protection for all your small business data – on-premises, remote, private cloud, public cloud, mobile devices.



Easy

Zero-installation web console

Complete

Protect 16 platforms

Safe

4 encryption standards

Fast

achieve RTOs of 15 sec

Reliable

500,000+ businesses

Acronis Cloud Backup– What's Cool

Web Console

- Manage on-premises **and** cloud
- Back up physical, virtual, cloud
- Protect all the data in **16** platforms, as hybrid cloud infrastructure is a new norm

Cloud

- Protect Office 365, Azure, Amazon
- Store to Secure Online Desktop Datacenter
- Manage from Secure Online Desktop Cloud
- Ensure safe cloud transition, as 78% of companies are using cloud

End-Users

- Back up PC & Mac
- Protect iPhone & iPad
- Include Android devices
- Safeguard mobile workforce, as more than 70% of workforce will be mobile by 2020

Recovery

- Restore to dissimilar hardware
- Recover Windows, Linux
- Move UEFI, BIOS, x32, x64
- Migrate anywhere easily, as businesses require agility in their infrastructure choices

Instant Restore

- Run backup as a VM
- Restore Windows & Linux
- Use VMware & Hyper-V
- Get 15 seconds RTO to meet ever-growing demand for faster recovery

Control

- Control your backup
- Control your infrastructure
- Control your cloud
- Control your data, as your business depends on it

Acronis Cloud Backup



Easy

to provision and use

- Deploy on-premises / in cloud
- Easy-to-manage
- Unified web console
- Minimal training
- Zero learning curve



Complete

protection of Any Data

- On-Premises, Remote, Cloud
- Windows, Linux, Mac
- VMware, Hyper-V
- Office 365
- Amazon EC2, Azure
- Exchange, SQL, SharePoint
- iPhone, iPad, Android



Safe

and trusted solution

- Encrypt at-rest and in-transit
- Password protection
- Designed for future
- Trusted by 500,000 businesses
- SSAE-16 certified datacenters
- Location transparency



Fast

backup and instant recovery

- Zero provisioning with cloud console
- Quickest disk-image backups
- Rapid flexible recoveries



Reliable

time-tested technologies of Acronis AnyData Engine

- Best-in-class data protection
- Recovers entire systems, single files, folders, application data, cloud instances
- Trusted by millions of users

Easy Backup



Stress-Free Data Protection Solution



Easy Protection

- Use intuitive cloud-based web console
- Access console from any web browser, even from your tablet, effortlessly
- Protect your entire business with few clicks

Easy Installation

- Provision complete protection in few minutes
- View the user interface in any of 18 languages
- Upgrade your current *Acronis Cloud Backup* seamlessly

Easy Migration

- Recover to dissimilar hardware with proven Acronis Universal Restore
- Migrate or upgrade anywhere - P2V, V2V, V2P, P2P, P2C, C2C, etc.

Easy solution gives you predictable results, not a fight with complexity

Complete Protection



The Broadest Offering Tailored for Small Businesses



All Virtual

- **Best-in-class virtual backup**
- Agentless, Agent, Host
- Microsoft Hyper-V
- VMware vSphere
- Recovery of **hosts** (not just VMs)

All Cloud

- **The only integrated backup of cloud**
- **Microsoft Office 365 mailboxes**
- Microsoft Azure VMs
- Amazon EC2 Instances

All Physical

- **Trusted physical backup**
- Windows Server (incl.2016)
- Linux

All Applications

- **Reliable critical protection**
- Exchange (DBs and entire servers)
- SQL (DBs and entire servers)
- SharePoint
- Active Directory

All Users

- **Any user, any device**
- Microsoft Windows PC & Mac
- Protect laptops and desktops
- iPhone / iPad
- Android

Complete solution protects entire environment, not leaving any gaps

Safe Solution



Ultimate Peace of Mind at Every Step - You are in Control



Safe Virtualization

- VMware to VMware Replication
- Easy failover, failback
- WAN optimization included

Safe Administration

- Alerting and monitoring
- Select events to be notified of
- Reduce operational risks

Safe Data

- Encryption and password protection
- Protect data in-flight and at-rest
- Enforce privacy of business data

Safe Cloud

- Location transparency
- Proven Acronis Storage
- Petabytes of customer data

Safe solution lets you control your data, your backup and your success

Fast Results



Rapid Data Protection and Recovery



Quickest Recovery

- Acronis Instant Restore™
- Run backup as VM
- RTO of seconds – no data movement
- Virtual, Physical, Cloud

Quickest Provisioning

- **Zero** installation for cloud console
- Web console even on your tablet
- One-click agent install
- Instinctive user interface

Quickest Backups

- Patented disk-imaging
- Used by millions since 2002
- Virtual, Physical, Cloud, Applications

Quickest Rollback

- vmFlashback VMware and Hyper-V
- CBT-based incremental restore of VMs
- Quick RTO
- Incremental data movement

Fast solution gives you results, not worries and waits

Reliable Technologies



Dependable Acronis AnyData Engine Safeguarding Millions of Users



Trusted Solution

- More than 500,000 businesses
- More than 5,000,000 consumers
- More than 100 technology patents
- More than 32,000 partners
- More than 145 countries
- More than 5,000 petabytes protected

El entorno es muy intuitivo lo que lo hace fácil de implementar y por lo tanto fácil de vender. Un saludo y gracias por vuestro trabajo.

The environment (of Acronis Cloud Backup) is very intuitive making it easy to implement and therefore easy to sell. Thanks for your work.

Raúl Manteca Fernández,
Storage and Backup Administrator,
Banking Industry, Spain

By choosing Acronis, we have been able to install a more flexible and faster backup and recovery solution that gives us greater confidence in our ability to retrieve and recover data.

Jaime Lockwood, IT Manager, Morrish Solicitors

Reliable technologies gain your trust, not give you surprises

Only Acronis Cloud Backup



Cloud Convergence

Converges cloud and on-premises data protection of small and medium businesses, backing up all individual workloads of your IT environment through a unified web console



RTOs of Seconds

Includes **Acronis Instant Restore™** that allows you to reduce RTO to seconds by running any physical or virtual Windows or Linux system backup as VMware or Hyper-V VM



Cloud Data

Allows you to back up on-premises physical and virtual systems, as well as **Microsoft Office 365 mailboxes, Azure VMs, and Amazon EC2 instances** for complete protection of your entire IT infrastructure



PCs, Mac and Mobile

Allows you to back up **Microsoft Windows PCs and Tablets, Mac, iPad, iPhone and Android devices**, protecting every endpoint of every user



Virtual Host Backup

Backs up VMware ESXi and Microsoft Hyper-V **hosts (not just VMs)** and recovers it to dissimilar hardware for complete protection of your virtual infrastructure



Data Control

Allows you to **retain complete control** over the location of your data, systems and backups – ensuring that you always know where your company data is, even **in the cloud**

Acronis Cloud Backup Use Case – Hybrid Cloud

Typical Customer

- **Small business**
- Hybrid cloud environment
 - Windows / Linux
 - Hyper-V / VMware
 - **Azure / Amazon**
 - **Office 365**

Target personas

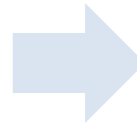
- Business owners
- IT Generalists

78% of companies are using or deploying cloud solutions

IDC CloudView 2016 Survey, January 2016

Challenge – Protect the entire Hybrid Cloud Infrastructure

- Multiple point solutions – **difficult to manage**
- High costs, Complexity, Unproductive IT
- Traditional solutions – **no cloud data protection**
- High risks, longer RTO



Solution – Acronis Cloud Backup

- **Complete protection** – unified physical, virtual and cloud backup
- **Hybrid storage** – local or network disks on-premises / Acronis Cloud
- **Flexible Recovery** – Any-to-Any, including P2C and V2C, even C2V

Acronis Cloud Backup Use Case – Microsoft

Typical Customer

- **Small business**
- Microsoft environment
 - Windows
 - Hyper-V
 - **Azure**
 - **Office 365**

Target personas

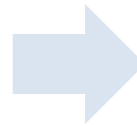
- Business owners
- IT Generalists

89% of user PCs run **Microsoft Windows**

NetMarketShare.com, July 2016

Challenge – Protect the entire Microsoft Stack

- Built-in native tools or point tools
 - **Difficult to manage**
 - High costs, complexity, unproductive IT
- Traditional solutions
 - **No Office 365 support**
 - High risks, longer RTO



Solution – *Acronis Cloud Backup*

- **Complete protection** – unified physical, virtual and cloud backup for 9 types of Microsoft platforms
- **Hybrid storage** – local or network disks on-premises / Acronis Cloud Storage
- **Flexible Recovery** – granular, bare-metal, dissimilar, any-to-any migration, including P2C and V2C, even C2V

Acronis Cloud Backup Use Case – Users

Typical Customer

- **Small business**
- Mobile workforce
 - Sales / service
 - Windows PC / Mac
 - **iPhone, iPad, Android**
 - **Office 365**

Target Personas

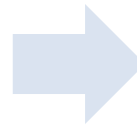
- Business owners
- IT Generalists
- Helpdesk

72.3% of total workforce will be mobile by 2020

IDC U.S. Mobile Worker Forecast, 2015-2020

Challenge – Protect the mobile workforce

- Mobile workforce is not backed up
- Point cloud backup solutions
 - **No on-premises storage support**
- Traditional solutions
 - **Requires VPN**



Solution – Acronis Cloud Backup

- **Complete protection** – any user
- **Hybrid storage** – local or network disks on-premises / Acronis Cloud Storage
- **Flexible Recovery** – granular, bare-metal, dissimilar, any-to-any migration, including P2C and V2C, even C2V

Acronis Cloud Backup Use Case – Education

Typical Customers

- Universities
- College
- High Schools
- Private institutions
- Academies

Target personas

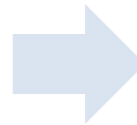
- Provost
- Student Helpdesk
- IT Manager

Acronis' software ensures that the entire backup process is fully automated, and can be managed centrally by our IT team. As such, staff at our schools and colleges don't need to worry about business continuity – and can focus on their primary role of educating students.

Daniel Gale, Network Manager, Sutton Local Authority

Challenge

- **Protect the students**
- Point cloud backup solutions
 - **No on-premises storage support**
- Traditional solutions
 - **No support of mobile devices**



Solution – Acronis Cloud Backup

- **Complete protection** – unified physical, virtual and cloud backup, including mobile devices
- **Hybrid storage** – local or network disks on-premises / Acronis Cloud Storage
- **Flexible Recovery** – granular, bare-metal, dissimilar, any-to-any migration, including P2C and V2C, even C2V

Top 3 Reasons to Choose Acronis Cloud Backup

Protect All Your Data

- On-premises
- Remote
- Private cloud
- Public cloud
- Mobile

Amazing Data Protection

- 16 platforms, 1 solution
- 4 encryption standards
- 15 sec RTO
- Trusted by 500,000 businesses

Only *Acronis Cloud Backup*

- Same console for all your data
- Acronis Instant Restore
- Protect Office 365 mailboxes, Azure and Amazon
- Back up all endpoints
- Back up ESXi and Hyper-V
- Control where your data is stored

Licensing and Maintenance

Acronis Cloud Backup

Licensing

- Fully-functional 30-day trial
- 100% pay per-use
- No upfront investment
- Includes planning, implementation and support

Subscription Benefits



EASY

- “Subscription is easy”
- Fewer license types
- Applies to future versions



- Attractive pricing
- Eliminate CAPEX
- Shift to OPEX



COMPLETE

- Windows, Linux
- VMware, Hyper-V
- Exchange, SQL, SharePoint, Active Directory
- iPhone, iPad, Android (*exclusive*)



- 1-year, 2-years, 3-years
- Fits specific customer needs
- Conversion from perpetual



SAFE

- 24/7 Support
- New versions
- New OS/Apps

Why Customers Like *Acronis Cloud Backup*



Easy

Lance Auman

Systems Integration Manager, Pentagon Federal Credit Union

That's the beauty of Acronis. We set policies and ignore it, knowing that we're protected all the time.



Fast

Samuel Chemouni

Technical Director, Gerard Darel

Compared to its main competitors, Acronis backup for VMware proved to be the easiest to use, fastest for recovery and the most efficient solution.



Reliable

Thomas Haas

Strategic Outsourcing team, Bechtle Remote Services GmbH & Co.

In Acronis' recovery product we have found, after an intensive selection process, a product, which meets the responsible administrators' demands extremely well. We employ this product in all server operational situations and can already confirm its effectiveness in multiple recovery cases that have occurred.

- Backup of Physical, Virtual and Cloud environments
- Any-to-Any migration – P2V, V2V, V2P, P2P
- Hybrid Backup to local devices, NAS, SAN, Tape and to Cloud in the same solution
- File and System backup and granular recovery
- Restore system in seconds with Active Restore

Acronis

New Generation Data Protection

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