

LuxCloud

TRUST · ENABLE · SCALE



Acronis Backup Cloud

PRODUCT SHEET

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1. Solution benefits

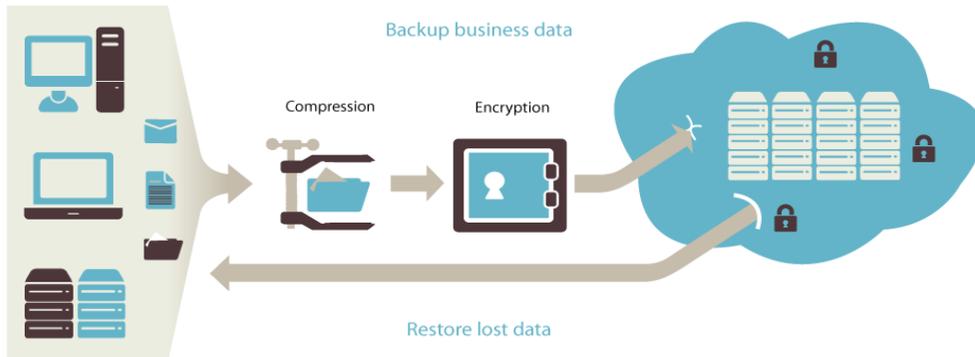
1.1 For the customer

1.1.1 General information

Acronis Backup Cloud offers backup and storage of computer files. It provides all the unique features offered in Acronis' on-premise backup products without the need for the customer to invest in software, storage, and internal resources to manage the solution.

Designed exclusively for small and medium-sized businesses, Acronis Backup Cloud is a safe, secure, scalable, local cloud backup service that backs up data from any source and recovers to any destination and system. Back up your entire Windows and Linux servers, any hypervisor, your PCs, Macs, and laptops to the cloud and local storage for complete hybrid protection. Recover your entire system — even to bare metal — or just recover selected files and folders.

Customer simply purchases the service and his critical business data is backed up to the local storage for quick recovery and to the secure, private cloud for recovery in the event of a disaster. With Acronis Backup Cloud, you can focus on your core business and enjoy peace of mind knowing that your data is protected.



1.1.2 Customer benefits

Acronis Backup Cloud end-users can benefit from the following:

- Start backing up your data in no time with a quick and easy-to-use service.
- Eliminates the complexity, costs, and resources required to manage an on-premise solution.
- Protect any data, any system with one, complete service.
- Select the size of storage you need today and simply buy additional space as your infrastructure grows.
- Reduce network consumption and storage costs using smart backup features.
- Provides ultra-fast recovery, ensuring you are back up and running in minutes, not hours.
- Offers both cloud and local backup for hybrid protection.
- Eliminates the need to install updates because you are always using the latest release with cloud software.
- Eliminates single point of failure.
- Eliminates the costs associated with backup tapes/drives and cumbersome tape rotation.
- Add on data protection as your needs change, protecting your original investment

1.2 For the Sales Partner

1.2.1 General information

Designed exclusively for service providers to meet their customers' needs, Acronis Backup Cloud is a proven, comprehensive, local cloud backup and recovery service. Easy to sell and quick to launch, Acronis Backup Cloud can strengthen your product portfolio to help you quickly attract new customers and realize incremental revenues.

Your customers can back up and recover data, files, or an entire system, recover a system to bare metal, and encrypt data. Acronis Backup Cloud is also an ideal choice for any organization looking to transition from tape backup solutions.

The service supports up to three "brand-able" channel levels with unlimited customers on every channel. It also supports the signing up process for partners and customers, fully automates the deployment and management of product features, and contains usage tracking and reports on all channel levels.

1.2.2 Target market & potential customers

The target market for Acronis Backup Cloud includes small to medium-sized businesses (SMBs) and small office/home office (SOHO). The perfect Acronis Backup Cloud customer is a growing small business with one or more Windows or Linux servers and 10 or more workstations. They are not big enough to do all of their IT in-house and are willing to outsource most of their IT, including backups.

The ideal Acronis Backup Cloud customer profiles

SoHo (1-10 employees)

Use case: End-user responsible for backup

Typical environment: No IT support; employees use personal computers and laptops (different operating systems)

Small business (1-50 employees)

Use case: Easy to manage backup service for a small IT department

Typical environment: Basic IT

Medium and larger business (50-1000 employees)

Use case: Easy implementation of hybrid protection

Typical environment: Distributed IT, multiple remote/branch offices

Users of a traditional backup solution

Use case: Replace existing backup

Typical environment: Traditional tape backup

1.2.3 Up-sell

Generate a freemium (give away), demo or trial account for potential users, with Acronis Backup Cloud. This functionality provides you with a strong marketing tool to get your customers into using this cloud solution. Once they are set up and satisfied, it is an easy conversion into paying customers.

1.3 Key features and technical specifications

Backup and recovery features

- Local and cloud backup for flexible, hybrid protection
- Recovery of any platform from the cloud to bare metal
- Backup and recovery of selected files, folders, or a complete system
- Backup of Windows and Linux servers and desktop / laptop PCs
- Backup of Mac OS X desktops / laptops
- Backup of Microsoft SQL, Microsoft Exchange and Windows System State
- Support of six hypervisor virtual environments - VMware vSphere / Microsoft Hyper-V / RHEV / Linux KVM / Citrix XenServer / Oracle VM Server for ultimate flexibility
- Initial seeding to easily move large volumes of data to the cloud
- Backup staging support for Disk-to-Disk-to-Cloud scheme to reduce management efforts and the production servers' load

Service provider features

- Easy-to-use management console for easier browsing of backup and recovery destinations to simplify management
- Remote agent update from the cloud management console
- White labeling and co-branding of the service into your existing cloud service offerings
- Multiple partner tiers and multi-tenancy to let you scale your business, increase efficiency, and reduce costs
- Customizable self-service for customers to reduce management efforts
- Automatic conversion of customer trials to production sites to reduce sales efforts
- Multi-language support to target any market
- Integration with existing systems via RESTful API and APS Cloud Application Standard v2.0/1.2

Security features

- 2048-bit SSL management channel encryption
- AES-256 data encryption in transit and at rest