

# ACRONIS® BACKUP AS A SERVICE

## WHY ACRONIS BACKUP AS A SERVICE?

- Capture market share by exploiting a growing market opportunity
- Grow your customer base and realise incremental revenues
- Make a safe choice with Acronis' proven AnyData Engine and years of data protection expertise
- Launch quickly with zero entry costs and a per-use business model
- Grow your business your way with multi-tier, multi-tenant flexible services
- Differentiate your service from the competition with both cloud and local backup
- Leverage Acronis Cloud Storage in a Tier-IV designed data center or use your own storage

Acronis Backup as a Service (BaaS) is a comprehensive, yet simple, complete, and cost-effective local and cloud backup and recovery solution that equips service providers to solve their customers' data protection problems. Acronis BaaS delivers a highly customised, complete, and reliable service that backs up data from any source and recovers to any destination and system.

The Acronis BaaS solution has zero entry costs and a per-use business model. This eliminates any upfront investment so you can get to market quicker and grow your business.

## WHY CHOOSE ACRONIS?

Are you looking to offer your customers a cloud-based solution that is ready to sell and quick to launch? Are you looking for the best backup solution to expand your portfolio?

As a service provider, Acronis BaaS is the solution you will want to add to your product portfolio. It provides a best-in-class solution that addresses your customers' data protection needs and provides you with a solution that is easy, complete, and safe.

- **Easy** – Easily automates the deployment and management of software functionalities using a central web-enabled control panel. Easy to customise the solution to support each customer's specific requirements.
- **Complete** - Supports workstations and physical / virtual servers. Provides usage and billing reports for all channel levels and supports the customer sign-up process.
- **Safe** – Provides SSL encryption of management channels and in-transit and at-rest AES-256 encryption of data. Acronis Cloud storage is in Tier IV designed, SSAE 16 certified datacenters around the globe.

## QUICK TIME TO REVENUE

According to 2014 Disaster Recovery Study from IDC <sup>1</sup>, 70 percent of SMBs do not have sufficient protection for their critical data. This provides you with an excellent market opportunity as SMB owners are increasingly aware of the risks to the business if data is lost or destroyed. In addition, since the solution is easy to deploy and use and can leverage Acronis Cloud or your existing infrastructure, your customers will be up and running in no time, providing you with a quick revenue stream.

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

<sup>1</sup>"Complexity and Data Growth Driving Small and Medium-Sized Environments Toward a New Generation of Data Protection", IDC, June 2014

## WHY DO SMBs NEED ACRONIS BACKUP AS A SERVICE?

- SMBs need to protect their data in the event of user errors, hardware failure, security breaches and viruses, loss or theft of devices, software errors, data leakage, and problems with software and hardware updates and upgrades.
- SMBs need a reliable disaster recovery strategy
- SMBs need to replace tape and other legacy backup solutions

## WHY DO DECISION MAKERS CHOOSE ACRONIS?

- Backup administrators trust Acronis' reliable bare-metal recovery
- IT managers value Acronis' multi-platform and multi-application data protection solutions
- CIOs trust the Acronis brand; its proven track record and years of data protection expertise

## FLEXIBLE DEPLOYMENT OPTIONS

- Acronis hosted deployment - A turnkey solution that is hosted in an Acronis data center
- Hybrid deployment - An Acronis-hosted management console that uses the service provider's storage capabilities
- Service provider hosted deployment - The service provider manages the solution and stores the data

## KEY FEATURES

- Local and cloud backup provides hybrid protection in the event of disaster
- Bare metal recovery to any platform from the cloud for ultimate flexibility
- File and disk image backup for complete system backup and bare-metal recovery
- Physical backup - Windows and Linux servers and desktop / laptop PCs
- Virtual backup - VMware / Hyper-V / RHEV / Linux KVM / XenServer / Oracle VM Server
- Remote management and customisable backup plans
- Ability to white label and co-brand into your existing cloud service offerings
- Multiple reseller tiers and multi-tenancy
- Customisable self-service for customers
- Multi-language support
- RESTful management API
- APS Cloud Application Standard v2.0 / 1.2 integration
- New service package planning
- Pre-configured service packages
- 2048-bit SSL management channel encryption
- AES-256 data encryption in transit and at rest
- 24x7 priority support for service providers

## NEW IN ACRONIS BACKUP AS A SERVICE V3

- Local backup storage on the customer's premise to further strengthen Acronis' hybrid protection
- Automatic maintenance notifications for users to reduce management efforts
- Web-restore in the service provider's data center to further support customer self-service
- Co-branding control for the "Powered by Acronis" logo providing marketing flexibility
- Automatic conversion of customer trials to production sites to reduce sales efforts