

Acronis

New Generation Data Protection

Powered by the Acronis **AnyData** Engine

Data Protection as a Service

Scott Meddings – Head of Technical Sales and Cloud ANZ

Acronis Protects Digital Lives & Businesses Worldwide

5,000

petabytes of data under
Acronis protection

500,000+

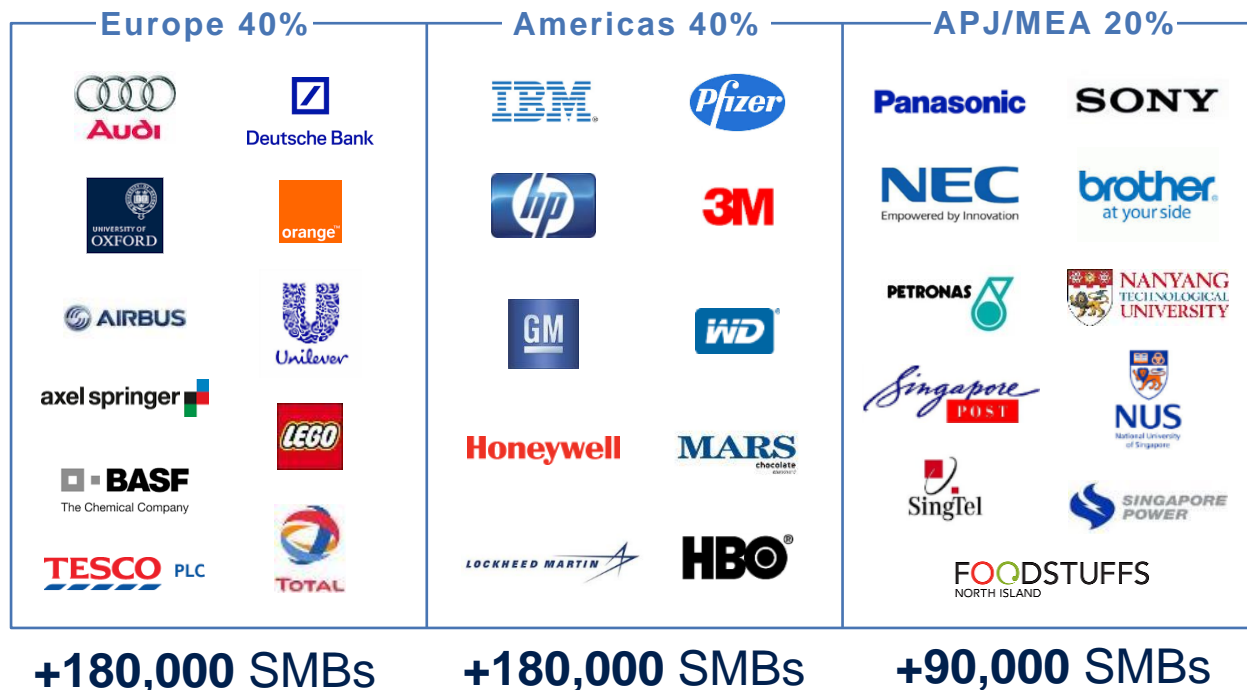
business customers

5,000,000+

consumer customers

6,000,000+

OEM licenses in 2014



Acronis Hybrid Cloud Architecture

Unified Centralized Web Console

User Interface Deployed On-premises or in the Cloud

Any Protection

- Archiving
- Backup
- Cloud Storage
- Disaster Recovery
- e-Discovery
- File Sync and Share
- Monitoring

Any Workload



Any Storage



Any Recovery

- ✓ Data Recovery
 - ✓ File Recovery
 - ✓ Mailbox & E-mail Recovery
 - ✓ Database Recovery
- ✓ System Recovery
 - ✓ Bare-Metal Recovery
 - ✓ Active Restore
 - ✓ Instant Restore™
 - ✓ vmFlashBack
- ✓ Dissimilar Hardware Recovery & Migration
 - ✓ P2V, V2V, V2P, P2P
 - ✓ P2C, V2C, C2C, C2V, C2P
- ✓ Physical Data Shipment
- ✓ Cloud Disaster Recovery
- ✓ Replication
- ✓ High Availability

Acronis Protects all your Data – On-premises, Remote, Private Cloud, Public Cloud, Mobile

Creators of the Acronis AnyData Engine

FAMOUS FOR TECHNOLOGY

- Full Image Backup on running system
- Universal Restore (recover to any hardware or hypervisor)
- Active Restore (boot and run while recovery continues)
- World-class support of Windows, Linux and other OS/Apps

CONTINUOUS INNOVATIONS

- Differential & Reverse Incremental, vmFlashback
- Compression & Optimized Deduplication
- Integrated Cloud Storage, Flexible Policy Based Management, Static & Dynamic Grouping
- Extendable Backup Schemes, External Crypto and SSL

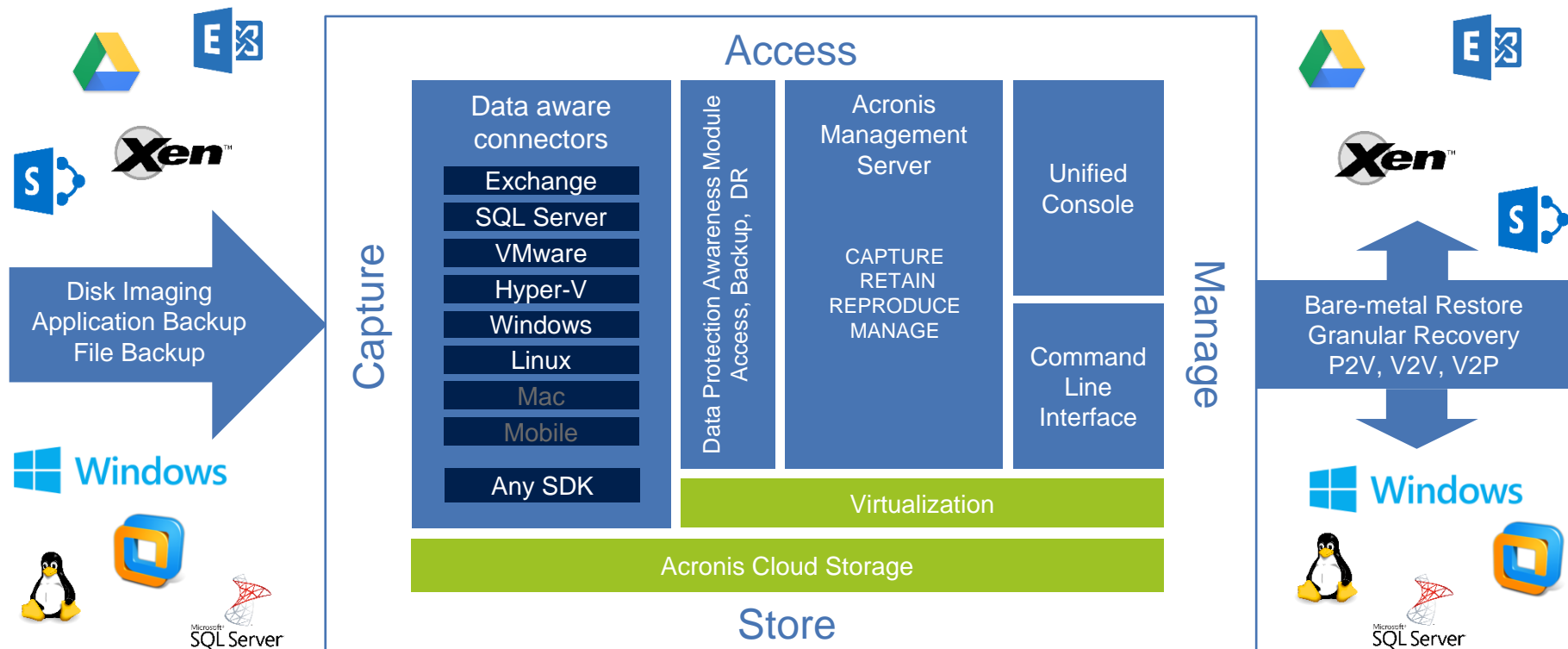
STRONG TECHNOLOGY DEVELOPMENT

- Acronis Labs
- 300+ engineers, 20+ PhDs
- 100+ patents, 1.5 million lines of code

AWARD WINNING PRODUCTS



Acronis AnyData Engine



Service Provider Challenges



Traditional Backup Products are struggling and cost to deploy.



Data Protection for the Masses

OPPORTUNITY

Cloud Service Providers are uniquely positioned to protect SMB customers' data everywhere



EASY

Push-button
solution

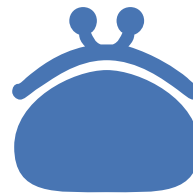
Provisioning, integration,
management and maintenance
all handled by Service Provider



COMPLETE

Protect data from all
possible losses

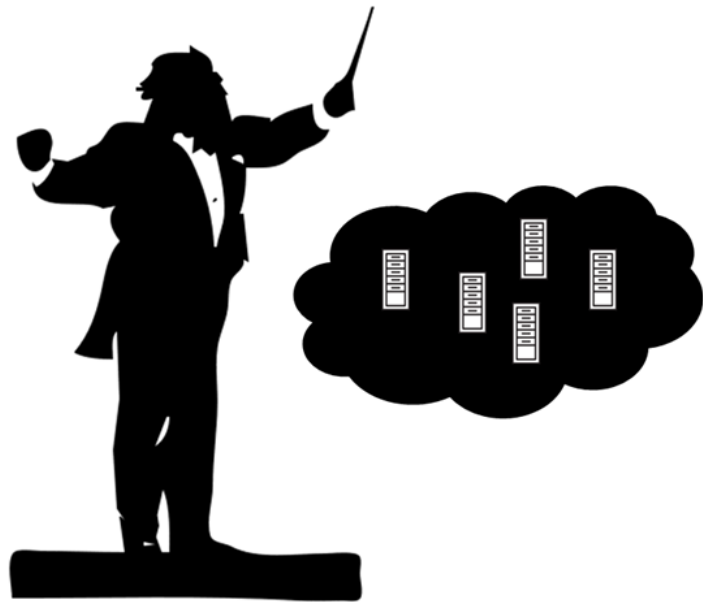
Integrated Backup, Storage,
DR, Transfer, Migration,
Security, Privacy



AFFORDABLE

Reduce costs through
scale and automation

Scale-out architecture, volume
purchasing power, automation,
commodity hardware



Service Provider Challenges

PROBLEM:

- Service providers may lack expertise with complicated system backup and recovery
- Companies find it difficult to penetrate a crowded marketplace
- Solutions not built for the cloud do not easily scale
- Products that lack cloud integration capabilities complicate the customer on-boarding and management process
- Off-site customer backup can require initial and recurring investments in storage hardware
- Many cloud backup solutions do not provide control over customer storage locations

Service Provider's Unique Requirements

COMPLETE DATA	DELIVERY MODEL	CLOUD AUTOMATION	BUSINESS MODEL
<p>All workloads and data sources:</p> <ul style="list-style-type: none">▪ Customers: Windows, Linux, Mac, VMware, Hyper-V, RHEV, XEN, Oracle VM, Exchange, SQL, SharePoint, AD, iOS, Android.▪ Service Providers: Linux, Virtuozzo, Azure, Office 365, Docker, Open-Xchange, MySQL, XEN, KVM <p>SDK for extension to new data sources and destinations</p>	<p>Customer Premise</p> <p>Service Provider Hosted</p> <p>Hybrid options: Service Provider & Acronis Hosted, and On-Premises</p> <p>Acronis Hosted for Resellers and Distributors to sell (SKUs)</p> <p>Most flexible data storage options Including dual destinations, seeding, migration, and any mix for single customer sources (including on-premises)</p>	<p>Millions of customers 10s of 1000s of servers</p> <p>Scale-out architecture to serve 10s of millions of users</p> <p>Complete OSS and BSS controls</p> <ul style="list-style-type: none">▪ Billing, Control Panels, Provisioning, Auditing▪ Management platforms: Odin APS, cPanel, AppDirect, Mirantis, OnApp, DirectAdmin▪ Delegated multi-tier self management	<p>Licensing flexibility Enabling differentiation, product management, and cost management</p> <p>Capacity-based so SPs can aggregate across multiple Acronis Data Protection solutions</p> <p>Ability to upsell and cross-sell</p>

Control for Partners and Customers

1. Control Your Deployment – Cloud, on-premises, or hybrid

2. Control Your Licensing – Buy in bulk per capacity or per device

3. Control Your Packaging – Full branding and customizations

4. Control Your Destination – Private, public, or Acronis cloud

5. Control Your Delivery – Over the net or physical delivery of data

6. Control Your Partner Strategy – Direct, distributor, reseller

7. Control Your Business Model – Sell per gig or per device

8. Control Your Technology Model – Integration with cloud tools

Control of Success

Control of Growth

Control of Margin

We have to provide everything a Customer demands instantly.

Backup

Protect data from deletion, corruption, and device failure

Cloud Storage

Ensure backups do not fail due to limited storage

Disaster Recovery

Respond quickly to disasters and system failures

Transfer

Move large volumes of data quickly, safely and efficiently

Security

Encrypt data to prevent theft at rest and in transit

Migration

Move data easily to different platforms or applications

Archive

Store data affordably for long-term retention

E-Discovery & Search

Find and manage data across all systems

Privacy

Ensure data is private on all devices

Blockchain

technologies for secure distributed storage

Monitoring and Healing

of cloud infrastructure

Data Repair

Utilities and tools

Data Protection Market

Challenges and Opportunities



Enormous Revenue Opportunities



Everyone Needs **Backup**

Backup of all
critical systems

Great RPO
and RTO capabilities



Everyone Needs **Complete Backup**

More Systems –
More Sales Opportunities

Flexible RPO
and RTO capabilities



Everyone Needs **More Than Backup**

Hardware,
Software, People,
Services, Expertise,
Planning, Recovery Testing

Market Trends

SMB

- **6.5 million SMB** in US alone
 - IT spending: \$161.5B USD
 - Data protection is in top-3
- **78%** are using/implementing cloud
 - **80%** have lost data in the cloud
 - **Protecting cloud** is a must

Enterprise

- Massive transformation underway
 - Cloud Migration
 - Mobile Workforce
 - Big Data
- **72%** of workforce to be mobile
 - **BYOD** is top reason for data loss
 - **Protecting devices** is a must

Customer's 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>

4 Essential considerations for Service Providers



1. Key Features for Service Providers

Control your business from any location and device with an easy-to-use, web-based management console

- Scale your business and reduce complexity with a multi-tenant service
- Meet your customers' needs with a multi-tiered architecture

Control packaging and distribution with custom branding

- White label and co-brand into existing cloud service offerings

Deliver the data protection services that SMB customers want to buy

- Amazing backup for on-premises, public/private cloud, and Office 365

2. Key Features for Service Providers

Automate provisioning, management, and billing with support for service automation platforms

- Odin, HostBill, Flexiant, WHMCS, Microsoft Azure Stack, LabTech, and more...

Choose to integrate with nearly any other monitoring and provisioning system

- RESTful management APIs simplifies integration efforts
- APS Cloud Application Standard v2.0 / 1.2 integration

3. Key Features for Service Providers

Three flexible deployment options

- Vendor Cloud Hosted
Turnkey solution hosted in Acronis data centers
- Hybrid (Acronis & Service Provider)
Acronis-hosted management console with service provider's storage
- Service Provider Hosted
Storage and management at the service provider

Painless trial process streamlines opportunity conversion

- Suspend billing for 30-day trials for customers and service providers
- Eliminate sales follow-up with automatic conversion of trials to production

4. Key Features for Customers

Customer self-service console reduce IT workload

- Remote management and customizable backup plans
- Improve IT productivity with automatic agent updates

Multi-language support fills many target markets

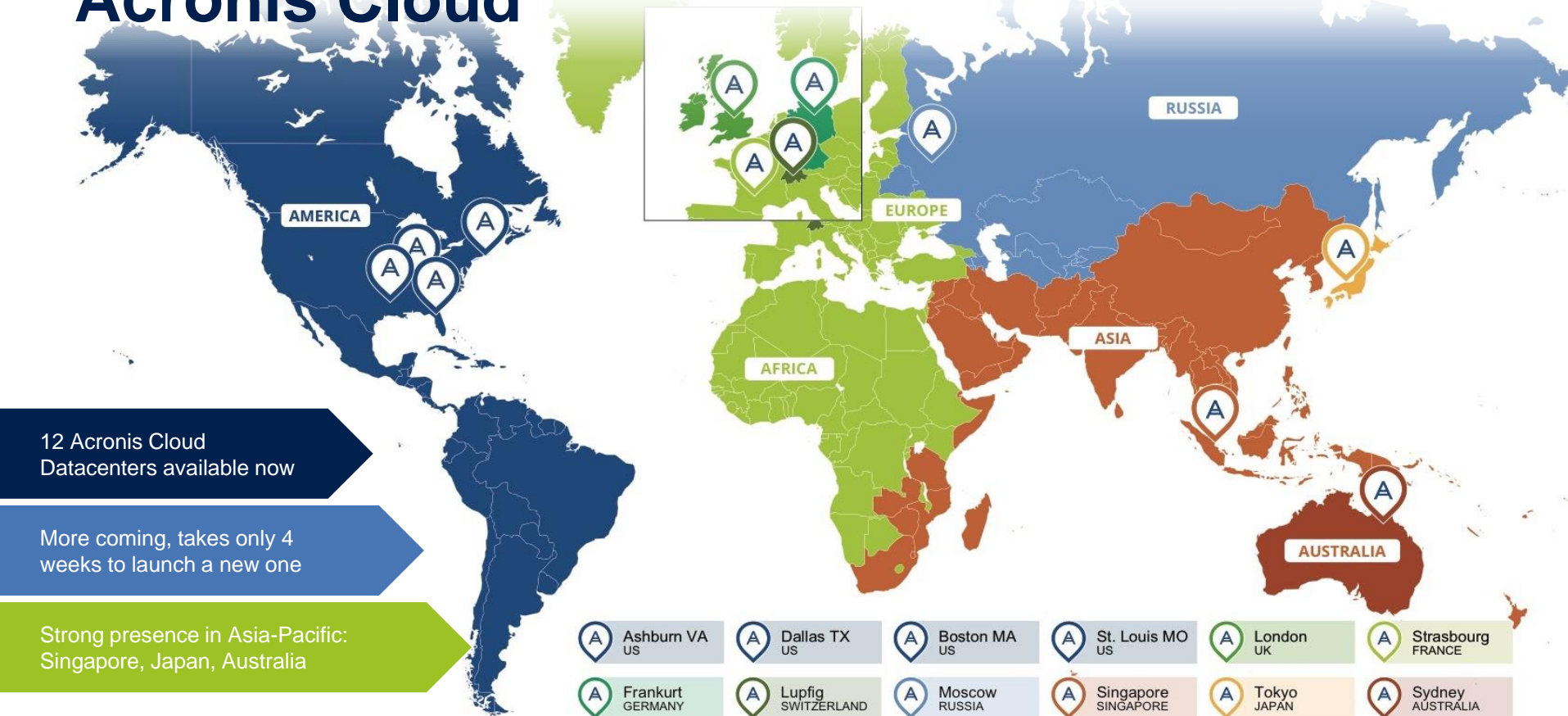
- Customer-specific language settings
- User-specific language controls

We have built this for you

Flexible , Multi Tennant ,
Everything



Acronis Cloud



Cloud Backup Powered by Acronis

– What's Cool

Web Console

- Easy management from anywhere
- Back up physical, virtual, cloud
- Protect all the data in 15 platforms, as hybrid cloud infrastructure is a new norm

Cloud

- Protect Azure, Amazon EC2
- Store to Acronis Cloud
- Manage from Acronis 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 Backup Cloud puts You in Control

Best customer accommodations

- Most powerful data protection
- Designed for multi-tenancy

Fastest time to market

- Buy it and drive it, it's that easy
- Designed to fit your business

The most current technology

- Integration with cloud automation
- You control the cloud storage



Control the Fastest Backup Software on the Market

Accelerate Business with Cloud Automation

Software integration for cloud service providers makes business easy

- Odin Service Automation
- Flexiant Cloud Orchestrator
- HostBill
- WHMCS
- LabTech
- Windows Azure Pack
- Microsoft Azure Stack
- APS Cloud Application Standard
- RESTful API

Account
Provisioning

Quota
Management

Automated
Billing

Backup
Controls

Alert
Notifications

Simplify your Business with Process Automation

Service Provider Benefits

- Exploit a growing marketing opportunity and capture market share with market-leading backup technology
- Realize incremental revenues by attracting new customers with a broader product portfolio
- Add value to your business and “lock in” existing customers to reduce churn
- Accelerate new backup service offerings with zero entry costs and a per-use business model
- Offer the services levels you define with multi-tiered solutions
- Scale your business and reduce costs with a multi-tenant service
- Differentiate your service with valuable hybrid cloud and mobile device backup
- Leverage Acronis Cloud storage, your own storage, or other 3rd party storage
- Sell more storage to your customers and realize additional revenues

Value-added Cloud Services with Backup for Office 365

Delivering customer peace of mind

- Protect customer emails from loss due to errors, hackers, and malicious actions

Satisfying regulatory compliance concerns

- Meet business requirements to have local copies of all of data

Creating new levels of data ownership

- Store backups of cloud data locally or in another cloud

Generating new subscription revenues

- Create additional monthly recurring revenue and add value to every Office 365 sale

Compliment Microsoft Office 365 subscriptions with Acronis data protection

Maintain your Identity with Product Branding

- Visual branding with logos, colors, and your company name reinforces your value statement
- Custom domain name easily integrates with your business' internet identity
- Custom “BUY” button drives on-demand upgrade sales as customers reach quota limitations
- Custom links to branded mobile backup applications extends your company value
- Custom URL to a tailored user guide improves customer experience
- Custom technical support phone number streamlines service
- Custom URL for terms & conditions documentation eases legal concerns
- Configurable email server settings completes company persona
- White-label option for zero branding creates a completely generic solution

Conclusion – Its about your Business



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