

# Quick Sales Guide



Acronis Backup Advanced 11.7 – best-performing, most reliable backup solution ever and the launch pad for the future Acronis Backup 12

<p><b>Description</b></p> <p>Powered by the Acronis AnyData Engine, Acronis Backup Advanced delivers robust, easy-to-use unified data protection and disaster recovery for multi-system environments.</p> <p>You can reliably protect the entire physical, virtual or hybrid infrastructure and applications, managing the data protection through a single unified management console across any environment, in any location.</p>	<p><b>Target Market</b></p>			<p><b>Acronis Backup Advanced 11.7</b></p> <p>Ideal for small to medium-sized businesses (SMBs), Acronis Backup Advanced 11.7 combines higher performance, quality and reliability with new features that make the buying and upgrade process seamless and easy, including a simple step up to the future Acronis Backup 12 solution.</p>			
<ul style="list-style-type: none"> <li>• <b>Disk and VM image-based backup</b> - rapid backup of complete disk image on physical or VM</li> <li>• <b>Unified backup format</b> - recover to any platform</li> <li>• <b>Disk, Tape and Acronis Cloud</b> – hybrid storage</li> <li>• <b>Encryption</b> - ensures the privacy of your data.</li> <li>• <b>Acronis Universal Restore</b> to different hardware</li> <li>• <b>Robust Centralized Management</b> – scalability without risks, as backups run locally</li> <li>• <b>Application Backup and Restore</b> – Exchange, SQL, SharePoint, Active Directory</li> </ul>	<table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 33%;">50-3000 employees</td> <td style="width: 33%;">5-100 Servers</td> <td style="width: 33%;">50-1000 PCs or Laptops</td> </tr> </table>			50-3000 employees	5-100 Servers	50-1000 PCs or Laptops	<p><b>Key Messages</b></p> <ul style="list-style-type: none"> <li>• Acronis Backup is powered by the Acronis AnyData Engine – a set of unique, deep, and powerful new generation data protection technologies to capture, store, recover, and manage data in virtual, physical and cloud environments.</li> <li>• Acronis' lean architecture and modular approach allows to protect any data, across any environment, in any location.</li> <li>• The Acronis AnyData Engine is fueled by over 100+ patents and includes over 100 critical, top-level features to let you backup and restore individual files, folders, volumes, disks, or complete systems.</li> <li>• Restore systems to dissimilar bare-metal hardware and minimize expensive downtime with Acronis Universal Restore</li> </ul>
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<p><b>What To Ask</b></p>	<p><b>How Acronis Can Help</b></p>			<p><b>Cloud Upsell Opportunity</b></p> <ul style="list-style-type: none"> <li>• Acronis 3-2-1 Rule for Hybrid Protection: 3 locations, 2 types of media, 1 offsite</li> <li>• Acronis Cloud Storage is the perfect off-site storage, built-in to Acronis Backup Advanced</li> <li>• Available as easy affordable subscription</li> </ul>			
<ul style="list-style-type: none"> <li>- Do you Backup your Virtual and Physical Servers?</li> <li>- Do you use single solution for it?</li> <li>- What about your PCs and Laptops?</li> </ul>	<p>Acronis Backup Advanced protects any data and system VMware, Hyper-V, XenServer, RHEV, Linux KVM, Oracle VM, Physical Windows/Linux Servers and MS Applications</p>			<p style="text-align: center;"><b>Acronis Inc.</b> +1 (781) 782-9000 1 Van de Graaff Drive, Suite 301 Burlington, Massachusetts, USA <a href="http://www.Acronis.com">www.Acronis.com</a></p>			
<ul style="list-style-type: none"> <li>- Do you backup your OS, or Data only?</li> <li>- How long will it take you to restore your server in case of failure or disaster?</li> <li>- Can you restore Data, OS or both from your Backups?</li> </ul>	<p>Acronis Backup Advanced disk imaging single pass backup captures everything – OS, applications, data and more. You can restore the entire system in minutes, or you can restore files, folders and applications from the same image backup.</p>						
<ul style="list-style-type: none"> <li>- Do you store your backups on premise or offsite?</li> <li>- Are your off-premise backups encrypted?</li> </ul>	<p>Acronis Backup Advanced stores backups in up to 5 different locations on disks, tapes and Cloud, providing hybrid protection and maximum disaster recovery options.</p>						
<ul style="list-style-type: none"> <li>- Can you restore your server to dissimilar Physical or Virtual hardware, in case of Disaster?</li> <li>- Can you migrate your workloads to any different platform?</li> </ul>	<p>Acronis Backup Advanced lets you restore your systems to different hardware – physical (bare-metal) and any virtual. You can also use it for Any-to-Any Migration.</p>						

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**Acronis Backup Advanced** – easy, complete and safe backup for new generation data centers.

<b>5 top reasons</b> <ul style="list-style-type: none"> <li>• Easy to install and use, setup in minutes</li> <li>• Complete protection of Any Environment</li> <li>• Safe backup with built-in 256-bit Encryption</li> <li>• Quick recovery to same or dissimilar hardware</li> <li>• Recovery of single files, folders, application data</li> </ul>	Subscription	Platform	Key Features	Base SKU	1Y	2Y	3Y
	<b>Acronis Backup Advanced for Server</b>	Windows Server, Linux, VMware, Hyper-V, Xen, RHEV, KVM, Oracle VM Server, Exchange, SQL, SharePoint, Active Directory	Complete protection for any Physical or Virtual Server and applications	A1WAE	\$1,199	\$2,099	\$2,455
	<b>Acronis Backup Advanced for Workstation</b>	Windows XP, Vista, 7, 8, 8.1, 10	Complete protection of entire PCs with central management	PCAAE	\$79	\$139	\$165
<b>Unique Selling Points</b> <ul style="list-style-type: none"> <li>• Backup of Physical and Virtual environments</li> <li>• Any-to-Any migration – P2V, V2V, V2P, P2P</li> <li>• Hybrid Backup to local devices, NAS, SAN, Tape and to Cloud in the same solution</li> <li>• File and System backup and granular recovery</li> <li>• Restore system in seconds with Active Restore</li> </ul>	Perpetual License	Platform	Key Features	Base SKU	MSRP		
	<b>Acronis Backup Advanced...</b>	<b>for VMware</b>	VMware vSphere 3.5 - 6.x	Agentless VM backup, vCenter integration	V3PNLPENS	\$1,999	
		<b>for Hyper-V</b>	Windows Srv 2008-2016TP4, 10	Agentless VMs and Host backup, Cluster support	V1HNLPENS	\$1,999	
		<b>for Citrix XenServer</b>	Citrix XenServer 4.1-6.5	VM and Linux-based Hosts backup, Migration	V1CNLPENS	\$1,999	
		<b>for RHEV/KVM</b>	RHEV 2.2-3.5	RHEV Manager Integration, VM and Host backup	V1RNLPENS	\$1,999	
		<b>for Oracle VM</b>	Oracle VM Server 3.X	VM and Linux-based Hosts backup, Migration	V1ONLPENS	\$1,999	
		<b>for Windows Server</b>	Windows Server 2000-2016TP4	Disk Image Backup, Dissimilar Hardware Restore	A1WNLPENS	\$1,799	
		<b>for Linux Server</b>	Linux Kernel 2.4.20-4.4	Linux Image Backup, Dissimilar Hardware	A1LNLPENS	\$1,799	
		<b>for PC</b>	Windows 2000 SP4 – 10	Complete backup, Dissimilar hardware recovery	PCANLPENS	\$119	
		<b>for SQL</b>	MS SQL Server 2005 – 2014	Single-pass backup and OS protection	A1QNLPENS	\$1,899	
		<b>for Exchange</b>	Exchange 2003 SP2 – 2016	OS, DB and Mailbox backup, Catalog&Search	A1ENLPENS	\$1,899	
		<b>for SharePoint</b>	SharePoint 3.0SP2 – 2013	Single-pass backup, OS, Server, DB backup	A1SNLPENS	\$1,899	
<b>for Active Directory</b>		Windows Server 2003 – 2016TP4	OS and AD Single-pass backup, DC recovery	A1DNLPENS	\$1,899		
<b>Universal License</b>	All of the Above	All of the Above	A3MNLPEMS	\$2,199			
<b>Key Differentiators</b> <ul style="list-style-type: none"> <li>• Acronis AnyData Engine, fueled by over 100+ patents, delivers best-in-class individual products optimized for your most important workloads, which can seamlessly blend into a total solution for your environment</li> <li>• Patented disk and VM image backup creates complete image of the disk of a physical or virtual machine</li> <li>• Recover your entire physical and hypervisor environments to bare metal</li> <li>• Acronis Universal Restore lets you restore your systems to different hardware – physical or virtual</li> <li>• Restore only what you need – files, folders, disks, or an entire server – all from the same image backup.</li> <li>• Safely store your data to your choice of destinations – disk, tape or the cloud – including Acronis Cloud</li> <li>• Universal and extensible architecture of the Acronis AnyData Engine allows Acronis to develop future functionality to continually enhance our products as changing business conditions and technology require</li> </ul>	Objection	Handling	Testimonials				
	I can just copy files in Windows Explorer I already have data and file Backup	What about the non-file data, like Serial keys, Registry Settings? What about open files? And how long will it take to reinstall the OS for each machine?	Operating systems always have free add-ons, but they are very limited, involve a lot of manual effort and unreliable. Many are also resource-hungry.	<p>“Acronis products have simplified recoveries and effectively reduced them to non-events, minimizing time, effort and staff as we grew our server population by several times in the past several years”</p> <p style="text-align: right;"><i>Wayne Kyryluk, George Brown College</i></p>			
	I will use a free tool provided by Microsoft/Linux/VMware	How about your C-level executives? Directors? Managers? Can you ignore their PCs?					
	PC Backup is problem of Users – Shared Folders on our Servers are there	5% of HDDs die in first year, and 20% will die in 4 years. Can you take those odds?	<p>“I’ve been very pleased with the backups and test recoveries I’ve done. We typically have a server up and running in 15 minutes.”</p> <p style="text-align: right;"><i>Angie Michini, Hargrove Engineers+Constructors</i></p>				
	My systems never crashed, and I don’t expect them to	What about the cost-savings of using another Hypervisor when you grow? What about physical Servers? PCs? Can you afford managing 2-3-4 distinct products?					
	I already have a Virtual Backup product for my VMware (or Hyper-V)		<p>“If we ever have a server problem, we don’t have to search for the latest image and hope it works; it’s at hand and we know it’s good”</p> <p style="text-align: right;"><i>Lance Auman, Pentagon Federal Credit Union</i></p>				