

# Acronis® Corporate Overview



Acronis is a leading provider of easy-to-use disaster recovery and data protection solutions across physical, virtual and cloud environments. Acronis solutions help organizations of all sizes simplify and automate backup and disaster recovery processes, including the ability to manage geographically distributed PCs, laptops, workstations, and servers. With Acronis' disaster recovery, deployment and migration software, users protect their digital information, maintain business continuity and reduce downtime. Acronis software is sold in more than 90 countries and is available in up to 14 languages.

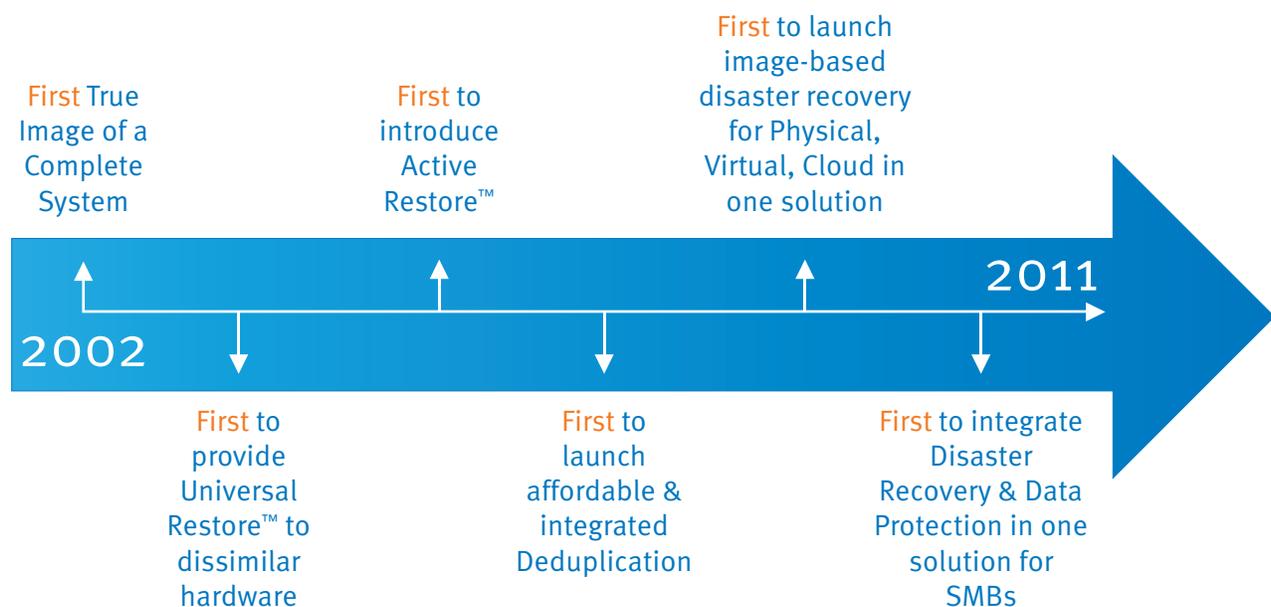
## Acronis® at a glance

<b>Creation Date</b>	Founded in 2002
<b>Head Office</b>	Headquarters in Woburn, Massachusetts, USA, with 18 offices worldwide
<b>CEO</b>	Jason Donahue
<b>Number of employees</b>	700 employees worldwide with more than 260 in R&D
<b>Primary markets</b>	Server and workstation backup, disaster recovery and data protection for consumers, small and medium-sized businesses and departments and branch offices of enterprises.
<b>Go-to-Market Strategy</b>	Two-tier distribution model with more than 20,000 partners globally
<b>Customer highlights</b>	More than 175,000 businesses across a broad range of industries and over 2.5 million users of consumer products

## Acronis History & Milestones

Acronis was founded in 2002. Since then, Acronis has come a long way, moving from its original disk partitioning and boot loader software to today's easy-to-use, affordable and feature-rich disaster recovery and data protection solutions. These products use patented disk imaging and bare-metal restore technologies designed and developed by Acronis. The company's reputation is built on ease of use and rapid system and file recovery.

Acronis products have won numerous industry awards and are trusted and recommended by many global organizations such as British Telecom, Chevron Texaco, Oxford University, Shell Oil and Volkswagen. In 2011, Acronis took its first step into the data protection arena by introducing the industry's first affordable integrated disaster recovery and data protection solution.



## Acronis' Vision

Acronis' vision is to set a higher standard for integrated Backup, Disaster Recovery and Data Protection solutions.

Acronis helps its small and mid-sized business, consumer and select enterprise customers manage the exponential growth of data and information by delivering innovative yet easy-to-use unified disaster recovery and data protection capabilities at a lower total cost of ownership (TCO) than alternative solutions.

## Customer Challenges

- Data growth continues to be one of the biggest challenges facing the majority of the organizations. The amount of digital data is skyrocketing and storage requirements are increasing, driven by email, ERP and document management.
- Mission critical machines need to be available around the clock, therefore, for ultimate protection backups need to be spread across physical, virtual and cloud targets, as well as applications.

- In fact, software complexity robs businesses of more than 10% of their profits, equivalent to \$237 billion for the Forbes top 200 firms (source: Warwick Business School, March 2011). Running separate solutions for disaster recovery and data protection drives up maintenance, support and licensing costs.

Research of organizations worldwide finds that 76% of all small to medium sized businesses seek an easy-to-use, single solution for disaster recovery and data protection across physical, virtual and cloud environments (source: Acronis Global Disaster Recovery Index 2011).

Acronis addresses this need and shakes up the market by bringing together disaster recovery and data protection in one solution. By providing enterprise functionality to the SMB market at an affordable price point in a single solution we help organizations solve these challenges.

## Acronis Solutions & Key Differentiators

A world leader in disk imaging technology, Acronis' core focus lies in making data and systems availability solutions accessible to companies to ensure business continuity.

Acronis' flagship corporate product family, Acronis® Backup & Recovery™ 11, builds on the success that Acronis has achieved since 2002 and it continues to lead the way in backup and disaster recovery. Using an intuitive GUI, it brings organically grown, enterprise-class capabilities to SMBs without the need to assign dedicated IT resources to support them. Simplicity of use and highly competitive pricing allows Acronis customers to successfully reduce TCO.

Through a single, uncluttered console that can be located anywhere on the network, Acronis enables customers to achieve:

- Fast and reliable recovery of live machines in just minutes or even seconds
- Disaster Recovery and Data Protection in one solution
- A smooth transition from physical to virtual to cloud environments
- An all-in-one complete solution for all types of environments, platforms and media
- No dependency on a specific type of machine or hardware
- Deduplication to free up storage space and enhance productivity

## Go-to-Market Strategy

Acronis sells solutions to home users, small and medium-sized businesses as well as departments of large organizations around the world via channel partners, retail stores, direct sales force, online sales and OEM partners. Acronis is partner driven, with more than 20,000 partners worldwide. Each partner plays a significant role in providing products and services to our customers. Acronis continues to develop its partner community and invests in training and resource enablement for our partners.

The Acronis Partner Program is a multi-tier, progression-based program which arms our channel partners with a vast array of free and unlimited support tools, from special pricing and technical training to marketing collateral and demand generation. Acronis has also developed a Managed Service Provider (MSP) program that offers a monthly subscription-based licensing model for MSPs who would like to provide Acronis solutions as part of managed services to their customers.

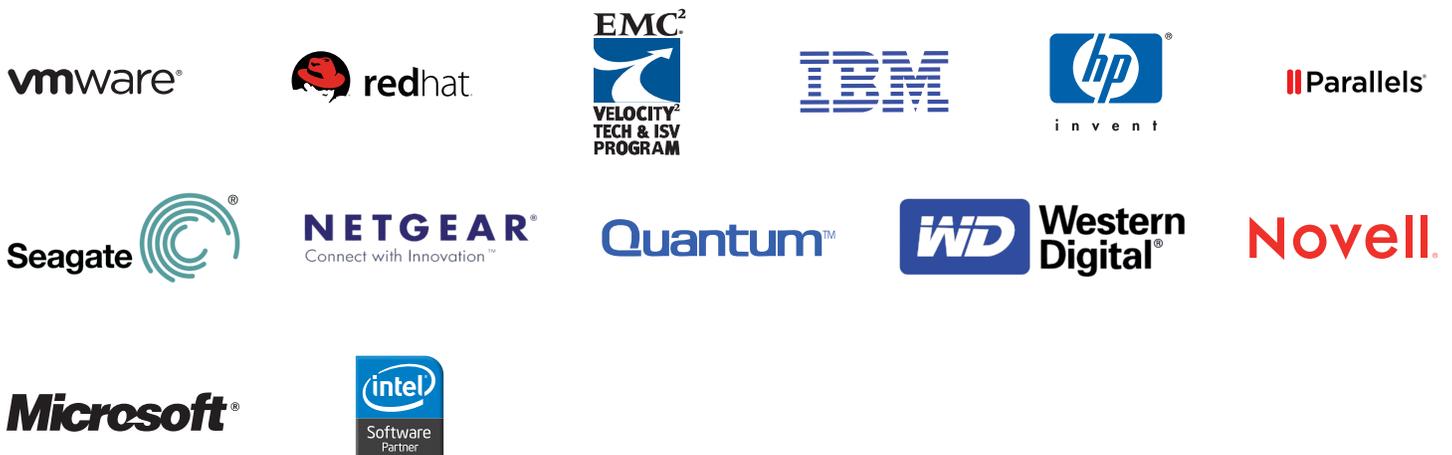
## Customer Support Service

Acronis brings customers world-class service at a price suitable for their needs, including subscription-based support, pay-per-incident support or self-service support through our online Knowledge Base. Customers also receive free upgrades to new product releases under this subscription. With Acronis® Advantage<sup>SM</sup> Standard, customers can access email, phone and chat support five days a week during regular business hours (local time zone) while Acronis Advantage Premier extends coverage to 24 hours a day, seven days a week.

## Technology Partners and Certifications

Acronis maintains strategic product and technology relationships with major industry leaders to ensure that its software applications are integrated with, supported by and add value to its partners' hardware and software products.

### Technology Partners



For additional information please visit <http://www.acronis.com>

To purchase Acronis products, visit [www.acronis.com](http://www.acronis.com) or search online for an authorized reseller.

Acronis office details can be found at <http://www.acronis.com/company/worldwide.html>