Nominee: Acronis

Nomination title: Acronis Backup Cloud

Acronis offers secure data migration, protection, and recovery services for critical data in SMB environments—whether they be physical, virtual, or in the cloud—via a unified platform.

Acronis Backup Cloud equips service providers with an easy-to-manage, complete, and safe hybrid backup and recovery solution to solve their customers' data protection problems. With zero entry costs and a per-use business model, Acronis Backup Cloud eliminates any upfront investment so you can get to market fast, recognize incremental revenues, and quickly grow your business.

WHY ACRONIS?

Acronis Backup Cloud is a highly customizable, cost-effective service that backs up your customers' data from any source and recovers it to any destination and system.

Powered by the Acronis AnyData Engine, Acronis Backup Cloud provides your customers with a best-in-class solution that is easy, complete, and safe.

• Easy — Provides a single dashboard for providers to deploy, manage, and backup their customer's data and view the backup status and history. Your customers have a self-service backup monitor so they can control their own backup process and a centralized view of activities and problem alerts.

• 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 located in Tier-IV designed, SSAE 16 certified data centers around the globe.

QUICK TIME TO REVENUE

According to Odin's fifth annual U.S. SMB Cloud Insights™ report, the U.S. SMB cloud services market will grow at an 11.4 percent compound annual growth rate over the next three years, from $25.2B in 2015 to $34.9B by 2018. One of the key drivers for cloud services growth will be software-as-a-service (SaaS), such as online backup and storage.

This provides you with an excellent market opportunity. SMB owners are increasingly aware of the risks to their business if data is lost or destroyed. In addition, with an easy-to-deploy solution that can leverage Acronis Cloud, your existing infrastructure, Azure, Amazon S3, and other third-party storage, your customers will be up and running in no time, providing you with a quick revenue stream.

To help service providers drive sales fast, Acronis provides sales and marketing collateral, training and certification programs, and participates in joint marketing initiatives.

WHY DO SMBS NEED ACRONIS BACKUP CLOUD?

• 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 to implement a hybrid protection strategy to have a local copy for quick recovery and a copy in the cloud in the event of a disaster

• SMBs want to replace tape and other legacy backup solutions

• SMBs want a cost-effective alternative to replace on-premises backup solution

• SMBs want to reduce IT workload and improve productivity

FLEXIBLE DEPLOYMENT OPTIONS

-Acronis-hosted solution - A turnkey solution that is hosted in an Acronis Data Center, enables rapid time to market

- Hybrid solution - An Acronis-hosted management console that uses your storage or another third-party. Storage hosted in an Acronis cloud datacenter simplifies setup for you, reduces time to market.

- Service provider hosted deployment - the service provider manages the solution and stores the data. This enables the service provider to customize/brand and manage costs.

"We have the most complete platform," says John Zanni, the company's senior vice president of cloud and hosting sales. "We support the broadest range of operating systems and devices, whether you are in a public cloud or your own private, local mass storage device."

The new Acronis Data Protection Platform offers more than just data backup and recovery. It's a full data protection platform, which includes an improved and rebranded Acronis Backup Cloud (formerly called Acronis Backup as a Service) and a new file sync and share solution called Acronis Files Cloud. The Files solution is the backup and recovery provider's answer to competitors such as Box, Dropbox, and OneDrive.

"Many customers would rather have their content stored with a local service provider than with one of the bigger providers," Zanni explains. "Files Cloud makes it so service providers can offer customers a Dropbox-like experience at a proven, enterprise quality. It offers auditing and complete control. You can manage who sees your content and how."

Why nominee should win

Acronis Backup Cloud enables service providers (telcos/hosts/cloud resellers) to:

- Launch quickly with zero entry costs and a per-use business model

- Achieve optimal performance with a multi-tiered solution

- Grow your business your way with multi-tier, multi-tenant flexible services

- Differentiate your service from the competition with a multi-tenant service

- Make a safe choice with Acronis' proven AnyData Engine and years of data protection expertise