

Nominee: Acronis

Nomination title: Acronis Backup 12

Built on Acronis Hybrid Cloud Architecture, Acronis Backup 12 is the world's easiest and fastest data protection for all data on-premises, in remote systems, in private and public clouds, and on mobile devices.

The solution offers many innovative features that help businesses automate the protection of data while reducing manual efforts and improving efficiency. The solution is the easiest on the market with a zero-installation, unified web console, which gives users a single pane-of-glass view of all activities from a single device; a new, mobile-enabled user interface; agentless backups and 'one-click' agent-based backups. It is also world's fastest backup solution – with 15 seconds RTO enabled by Acronis Instant Restore, and backups that are two times faster than the closest competitor.

Acronis Backup 12 is the most complete solution, allowing the protection of small business data with the best-in-class backup of physical Microsoft Windows and Linux servers; virtual VMware and Microsoft Hyper-V; cloud Microsoft Office 365 mailboxes, Microsoft Azure VMs, and Amazon EC2 instances; Microsoft Exchange, SQL Server, SharePoint, and Active Directory applications; local and remote Microsoft Windows and Mac workstations and laptops; as well as iPhone, iPad, and Android devices.

Acronis Backup 12 is also the first commercially available solution to support Microsoft Windows Server 2016, including Hyper-V with resilient change tracking (RCT).

It has several unique features, offered only by Acronis:

Cloud Convergence — Only Acronis Backup 12 converges cloud SaaS and on-premises software-based backup and recovery into one hybrid cloud offering, protecting all the data in customers' IT environments using a unified web management console.

RTOs of Seconds — Only Acronis Backup 12 includes Acronis Instant Restore™, which can reduce RTOs to 15 seconds or less by running any physical or virtual Windows or Linux system backup as a VMware or Hyper-V VM.

Cloud Workloads — Only Acronis Backup 12 allows backing up on-premises physical and virtual systems, as well as Microsoft Office 365 mailboxes, Azure VMs, and Amazon EC2 instances, for complete protection of entire IT infrastructures.



PCs, Mac, and Mobile Devices — Only Acronis Backup 12 backs up Microsoft Windows PCs and tablets, Mac computers, iPad, iPhone, and Android devices, protecting every user.

Virtual Host Backup — Only Acronis Backup 12 backs up VMware ESXi and Microsoft Hyper-V hosts (not just VMs) and recovers them to dissimilar hardware for complete protection of the virtual infrastructures.

Data Control — Only Acronis Backup 12 gives customers complete control over the location of their data, systems, and backups. Customers always know where their company data is, even when stored in the cloud.

It is twice as fast at backing up data than its closest competitor — Veeam Availability Suite 9 – and it is also faster than other solutions, including Veritas Backup Exec and Arcserve UDP, according to independent research firm Network Testing Labs (NTL).

<http://www.networktestinglabs.com/Acronis-Backup-vs-Veeam.html>

<http://www.networktestinglabs.com/Acronis-Backup-vs-Veritas.html>

<http://www.networktestinglabs.com/Acronis-vs-Arcserve.html>

Why SMBs need Acronis Backup 12

- **SMBs need to protect their data in the event of user errors, hardware failure, security breaches and malware, including ransomware, 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**

Why nominee should win

Acronis Backup 12 is the easiest backup solution available including a zero-installation, unified web console, offering a single screen view of all activities from a single device; a new, mobile-enabled user interface; agentless backups and ‘one-click’ agent-based backups.

It’s the world’s fastest backup solution – with 15 seconds RTO and backups two times faster than the closest competitor.



It's the most comprehensive solution, allowing best-in-class backup from the widest range of physical, virtual, cloud, local and remote sources.

It's the first solution to support Microsoft Windows Server 2016.

It offers a range of exclusive features.