

Quick Sales Guide

Acronis® Backup & Recovery™ 11 - Protecting all Your Data, All the Time.



Qualifying Questions

General

1. What would be the impact of downtime and data loss on your business?
2. Which solution/s do you use to protect your data and recover your systems?
3. What are your disaster recovery plans? How quickly could you recover?
4. Do you need offsite backup to protect your data against disaster?
5. Do you have several offices or remote users? How do you manage their backup and restore?

Virtualization

6. Do you have virtual machines? From which vendor/s?
7. How do you protect them? Do you use a separate DR solution from your physical environment?
8. How do you migrate between physical and virtual environments?
9. Do you leverage virtualization to enhance disaster recovery?

Recovery Process

10. Does your current solution provide you with bare-metal restore (= restore entire systems)?
11. Are you satisfied with the speed of your system recovery?
12. If your hardware fails, can you quickly recover to another machine?
13. Can you granularly restore a file or an email from your backups?

Storage and Deduplication

14. Where do you store backup files? Does your current solution support all storage targets (disk, tape, cloud)?
15. Do you face challenges with storage capacity in your organization?
16. Have you considered implementing data deduplication in your infrastructure to save space and costs?
17. Do you want to back up to the cloud?

Manageability

18. Can you centrally manage all your backup and recovery operations?
19. How do you get information/notification about your backup and recovery processes to make operational decisions?

Audience Profiles

- SMB Owners and Operational Support Staff
- CIOs/Directors/Managers
- System/Network Administrators
- Datacenter Managers / Architects
- Business Continuity, Disaster Recovery or Risk Managers

Calls-to-Action

- 15-day Trial version (60-day for Online)
- Live Webinar
- Brochure
- IDC Viewpoint and Acronis Whitepapers

Targeted Customers

- Customers with Windows® or Linux® systems
- Customers with hybrid environments; physical, virtual, cloud
- Customers using separate solutions for DR and DP
- Customers with strict business continuity and RTO Requirements
- Customers with geographically dispersed users
- Customers with limited storage capacity and rapid data growth

Target Markets

Small Businesses (Standalone Editions)

- 11-99 employees
- Little to no IT staff
- Less data, complexity
- More likely to outsource backup to a provider or subscribe to a service
- Less likely to have a DR strategy or technology

Midmarket (Advanced Editions)

- 100-999 employees
- IT generalists staff
- Take less risk and are less likely to be leading-edge consumers
- More likely to rely on tape media for offsite/DR
- More likely not to have an offsite copy or a DR strategy

Remote Office, Branch Office (Advanced Editions)

- Similar to SMB
- Little to no local IT staff
- Remotely managed applications/systems
- Consolidation strategies desired
- Eliminating local tape

Virtual Environments (Virtual Edition)

- New requirements for backup
- IT is open to change
- Virtualization maturity signals preference for a single solution for both physical and virtual system backup

Elevator Pitch

Acronis® Backup & Recovery™ 11 helps organizations of all sizes address disaster recovery and data protection needs across their physical, virtual and cloud environments using just one solution. Affordable and easy-to-use from anywhere on the network, it offers high-end features and very fast backup and recovery times for entire systems, applications and files.

Disaster Recovery (DR) or Data Protection (DP) – Why Choose Only One?

System Centric Approach: Disaster Recovery restores all your data, files, applications and operating systems – literally bringing your operations and infrastructure back to life in minutes.

Data Centric Approach: Data Protection is a data centric approach that allows you to safeguard, recover, manage and search for individual files from a backup no matter where they're located in the backup file archive. Both have their benefits. But, traditionally, businesses have had to acquire, manage and maintain separate products. Not anymore. With Acronis Backup & Recovery 11, both capabilities are fully integrated into one solution leveraging a unified platform.

10 Reasons Why Acronis is the Obvious Choice

1. Fast and reliable recovery of live machines in just minutes or even seconds
2. Disaster Recovery and Data Protection now standard in one solution
3. One complete solution for all types of environments, platforms and media
4. A smooth transition from physical to virtual to cloud environments
5. No dependency on a specific type of machine or hardware
6. Deduplication to free up storage space and enhance productivity
7. Enterprise-class features made accessible to SMBs without dedicated IT resources
8. A single affordable license from a single vendor reducing TCO
9. A flexible range of product support offerings protecting your software investment
10. A company 100% dedicated to disaster recovery and data protection for SMBs

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Features	Individual machines			Centralized and Remote Management				Online		
	Workstation	Server for Windows	Server for Linux	Advanced Workstation	Advanced Server	Advanced Server SBS Edition	Virtual Edition	for Workstation	for Server	for Virtual Machines
Image Backup	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
File Backup	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓*
Bare-Metal Restore	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Guided Disaster Recovery Plan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Backup to Disk / Network Share	✓	✓	✓	✓	✓	✓	✓			
Backup to Tape				✓	✓	✓	✓			
Backup to Acronis Online Storage								✓	✓	✓
Remote and Centralized Management				✓	✓	✓	✓	✓	✓	✓
Backup Catalog and Search				✓	✓	✓	✓			
Agent-less VM Backup and Recovery							✓			✓
Unlimited VMs per Host							✓			✓
Restore to Dissimilar Hardware	Optional	Optional	Optional	Optional	Optional	✓	✓	✓	✓	✓
Data Deduplication				Optional	Optional	Optional	Optional			

* Requires agent to be installed in a VM

Acronis Backup & Recovery 11 Pricing	SKU	MSRP
Acronis Backup & Recovery 11 Server for Windows	TISMLPENS11	\$853.00
Acronis Backup & Recovery 11 Server for Linux	TILMLPENS11	\$853.00
Acronis Backup & Recovery 11 Workstation	TIWMLPENS11	\$74.00
Acronis Backup & Recovery 11 Advanced Server	TIEMPLENS11	\$1,399.00
Acronis Backup & Recovery 11 Advanced Server SBS Edition	TICMLPENS11	\$499.00
Acronis Backup & Recovery 11 Advanced Workstation	TIDMLPENS11	\$99.00
Acronis Backup & Recovery 11 Virtual Edition	TPVMLPENS11	\$1,799.00

Acronis Backup & Recovery 11 Pricing	SKU	MSRP
Acronis Backup & Recovery 11 Online for Workstation, 250GB yearly subscription	TODAJAENS11	\$49.99
Acronis Backup & Recovery 11 Online for Workstation, 500GB yearly subscription	TODAJBENS11	\$99.99
Acronis Backup & Recovery 11 Online for Server, 1TB yearly subscription	TOEAJAENS11	\$499.00
Acronis Backup & Recovery 11 Online for Server, 1.5TB yearly subscription	TOEAJBENS11	\$729.00
Acronis Backup & Recovery 11 Online for Virtual Machines, 2TB yearly subscription	TOVAJAENS11	\$1,199.00
Acronis Backup & Recovery 11 Online for Virtual Machines, 3TB yearly subscription	TOVAJBENS11	\$1,799.00
Acronis Backup & Recovery 11 Online for Virtual Machines, 4TB yearly subscription	TOVAJCENS11	\$2,399.00
Initial Seeding (per machine, up to 2TB)	TOTALALOS	\$100.00
Large Scale Recovery (per machine, up to 2TB)	TOTALRLOS	\$280.00