

## **Nominated Company: Acronis**

### **Nomination Title: Acronis - Reseller Programme of the Year**

#### **How long has this organisation been involved in the IT services and solutions market in EMEA?**

Acronis opened the first EMEA local office in 2006. Before that, distribution was done out of Germany, but there was no local EMEA office.

#### **Are there any key projects delivered in the last year that demonstrate this candidate's suitability for the award?**

Acronis is a channel focused company. It has an extensive global reseller network and counts 32,716 companies registered in its Global Partner Program: mainly IT Distributors, resellers and Service Providers. Acronis EMEA channel network is the strongest with more than 20,000 business partners located in that region only.

Acronis wants partners focusing on its products to be successful. Looking at the market, it wants to create the opportunity for them to target certain areas by gaining specialties. In 2013, Acronis announced its new global partner programme strategy with the introduction of Partner Programme Specialties & Certifications for specific high growth segments within its portfolio of solutions. The aim is to create and build a select number of solution expert partners who can tap into high growth markets focusing on predefined themes including Mobile File Management (MFM), Virtualisation, and Cloud.

The new specialist focus areas within the partner programme sit at top of the Acronis Partner Levels: Authorised, Silver, Gold or Platinum. For each high growth specialist category, Acronis will run a partner recruitment, enablement and demand generation campaigns to showcase partners' expertise and aggressively optimise the opportunities in these key market segments.

'Acronis Mobility Specialist' was the first competency area to be launched earlier this year. It is in line with Acronis' ongoing commitment to offering secure file synchronisation and sharing solutions that allow enterprises to provide anytime, anywhere secure file access across multiple platforms and mobile devices. This represents a huge business opportunity for the Acronis channel partners to clearly identify their expertise to reach new markets and open new revenue streams in some of the fastest growing markets.

Business partners interested in selling Acronis' mobility solutions, including mobilEcho® and activEcho®, start by participating in an online training exam to become recognised as "Acronis Mobility Specialists". Every Acronis Mobility Specialist gets access to an Acronis® mobility partner account manager and an authorised mobility distributor to support the reseller in their Mobility transactions.

Acronis Mobility Specialists also receive free Acronis® Mobility Solutions Not-for-Resale (NFR) licenses, deal registration protection, free online support and many other privileges, such as discounts, promotions, configuration tools and ready-to-use demand generation kits which are available through the Acronis Partner Portal.

Only a few months following its introduction it's a success within our Partner Community. In less than 6 months, about 350 resellers made the effort and took the time to go through the Mobility Sales training, to be recognized as Acronis Mobility Specialist. Not only they become eligible to sell Acronis MFM solutions, they also get access to an exciting range of benefits exclusively available to the Mobility Specialist community. These resellers are also clearly identified on the vendor Partner Locator as Acronis Mobility Specialists, so that prospects visiting the Acronis website can get in touch with them based on their expertise.

The next Specialist solution competency areas will be Virtualisation and Cloud. Themes for 2014 will be announced later on this year.

Further Acronis Global Partner Program Benefits include:

- Local Partner Account Manager
- Local SE Support
- NFR License's
- User Case References (whitepapers)
- Ready-to-use and co-brandable Marketing campaigns, enabling partners to create their own leads and close them.

#### **What key vendor and industry accreditations does the nominee hold?**

The Acronis Global Technology Alliance Program is an essential part of the approach to working with partners. The Acronis technology partners are a select group of companies committed to jointly delivering integrated solutions for customers. Acronis is committed to building relationships with best of breed technology companies to align technology, create leading solutions, and help customers adopt our collective products. Acronis Global Technology Alliance Partners are (amongst others) VMware, Microsoft, Parallels, IBM, RedHat and Novell. Please find more information here: <http://www.acronis.eu/partners/programs.html#partnership>

In addition to that, Acronis has been certified by those partners for example as RedHat Enterprise Virtualization Certified, VMware ready, Windows 8 compatible and Windows Server 2012 certified. Please find more information here: <http://www.acronis.eu/partners/programs.html#partnership>

The Acronis partner program and Acronis solutions have been recognized by the industry and media with multiple awards like the CRN 5-Star Partner Program, the Network Computing "Software Product of the Year" and the Red Herring Top 100 Europe award. Please find here more information about received awards: <http://www.acronis.com/company/awards/>

#### **What endorsements does that nominee have from their customers and/or their technology partners?**

***Please find here customer quotes on our latest products and technologies:***

*"Protecting your VMware vSphere machines has never been this easy. It's a high performance solution for backup and recovery for VMware users,"* said Kurtis Berger, Information Technology Manager, Provider Advantage NW, Inc

*“The software is intuitive and offers the full range of functionalities required by our environment and policies. Backup plans can be easily located and launched, it perfectly suits our needs and plan which provides IT managers with peace of mind,”* said Samuel Chemouni, Technical Director at Gerard Darel regarding vmProtect. *“It is one of the leading solutions of 2012. To date, no other product on the market is as easy to use and efficient for the protection of our virtual machines.”*

Ojas Rege, VP Strategy, MobileIron: *“Acronis mobilEcho has always been very popular with our customers and its new editing capabilities will make end users more productive while still delivering enterprise-grade security.”*

*“After participating in the Beta test of Acronis vmProtect 9, I can confirm that it is a very stable product,”* said Jeremy Otten, CEO Random Solutions. *“When you look at the features of version 9, compared to its price, it is unbeatable. With granular restore for SQL Server and SharePoint, plus application-aware backup and restore for Active Directory, it's a winner! Acronis will never stop improving vmProtect, so I am looking forward to the exciting new features that will come with each new version.”*

## **Why nominee should win**

The Acronis partner program and Acronis solutions have been recognized by the industry and media with multiple awards like the CRN 5-Star Partner Program, the Network Computing "Software Product of the Year" and the Red Herring Top 100 Europe award.

Acronis is committed to building relationships with best of breed technology companies to align technology, create leading solutions, and help customers adopt our collective products.

In less than 6 months, about 350 resellers made the effort and took the time to go through the Mobility Sales training, to be recognized as Acronis Mobility Specialist.

Acronis EMEA channel network is the strongest with more than 20,000 business partners

Acronis has an on-going commitment to offering secure file synchronisation and sharing solutions that allow enterprises to provide anytime, anywhere secure file access across multiple platforms and mobile devices.