

## Nominee: Acronis

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### Nomination title: Acronis Backup 12.5

Acronis Backup 12.5 is the world's most complete, easiest and fastest backup solution for all data, whether it is located on-premises, in remote systems, in private and public clouds, or on mobile devices. It is compatible with 21 different platforms, which allows businesses to break away from using separate siloed backup solutions for different environments and protect all data with Acronis Backup 12.5 — managing all tasks through a simple, secure touch-friendly web interface. It also comes with advanced security features: Acronis Active Protection™ protects data from ransomware attacks such as WannaCry or Petya. It blocks the attacks and instantly restores any affected data. Acronis Notary™ offers blockchain-based immutable data certification for an unquestionable validation of backed up data. The two editions of Acronis Backup 12.5, Standard and Advanced, offers easy and complete protection for businesses of all sizes.

Acronis Backup 12.5 distinguishing features include:

- Only Acronis 12.5 delivers complete data protection for 21 on-premises, cloud, and hybrid cloud environments. One backup solution for infrastructures of all sizes.
- Offers easy management of all protected devices and data through a unified secure touch-friendly web-based management console.
- Includes Acronis Instant Restore™, which lets companies reduce Recovery Time Objectives (RTOs) to seconds; with a few clicks and no standby software, it's possible to run any physical or virtual Windows or Linux system backup as a VMware or Hyper-V Virtual Machine (VM).
- Includes Acronis Active Protection™, which recognizes ransomware attacks, blocks them, and instantly recovers any affected data. It eliminates the need to manually recover from ransomware attacks or pay the ransom.
- Includes Acronis Notary™ blockchain-based data certification, which improves regulatory compliance by validating the recovery of data and ensuring the authenticity and integrity of backups.
- Provides complete control over the location of the protected data, improving data sovereignty regulatory compliance.
- Includes easy role management and delegations to allow large corporation to delegate specific backup tasks to different departments.

- **Includes powerful monitoring and reporting functionality.**

The impact and key customer benefits that Acronis 12.5 delivers include:

#### **Complete Business Protection**

- **Disk-imaging technology and Acronis AnyData Engine to back up entire systems or selected files and folders**
- **21-platform protection for physical systems, hypervisor hosts, virtual machines, mobile devices, and cloud data, including protection for Microsoft Office 365<sup>®</sup> mailboxes, Azure<sup>®</sup> Virtual Machines (VM), and Amazon EC2<sup>®</sup> Instances**
- **Easy backup monitoring and reporting for quick issue resolution**
- **Compliance with the upcoming European GDPR requirements.**

#### **World's Fastest Backup and Recovery**

- **Acronis Instant Restore™ for 15-second RTOs allowing users to restore backups as a virtual machine**
- **Acronis vmFlashback™ for quick incremental recovery of virtual machines**
- **Protection for six hypervisors**
- **Protection of virtual hosts, not just virtual machines.**
- **Bare-metal recovery automation and remote boot media control to reduce RTOs of remote site recovery**
- **Granular recovery of files, folders, databases, mailboxes, emails, and SharePoint<sup>®</sup> documents to reduce IT workloads and improve productivity**

#### **Flexible Storage Options**

- **Flexible storage including local or network disks, tape, SAN, NAS and Acronis Cloud Storage**
- **Off-host operations to reduce production machine loads by performing select activities on a different system**
- **Disaster recovery capability for emergency data recovery locally and in the cloud**

### **Intuitive, Scalable Management**

- **Unified web interface for the entire infrastructure**
- **Customizable dashboards for quick insights into the backup infrastructure**
- **Admin roles and delegations for distributed infrastructures**
- **Advanced reporting for detailed insights and corporate compliance**
- **Cross-environment data migration allows users to migrate data from physical to virtual and from on-premises to the cloud: data backed up in one environment can be easily restored in another.**

### **Innovative Data Protection**

- **Acronis Active Protection to stop zero-day ransomware attacks and instantly recover data**
- **Acronis Notary to ensure the authenticity of data through blockchain**
- **Acronis ASign to support the authenticity of files with signatures enabled by blockchain.**
- **Backup validation process ensures recoverability**

**Cost and reliability differentiate Acronis Backup 12.5 from its competitors.**

**Acronis Backup 12.5 delivers the best value for businesses, bringing the cost down by as much as 30 percent compared to its competitors. The reliability of this technology has been validated by more than 50,000 users who adopted Acronis Backup 12 Standard released in July 2016.**

### **Why nominee should win**

**Acronis Backup 12.5 is:**

- **Transformative**
  - **Serves any organization's need**
  - **Transforms an organization's approach to data security with a modern hybrid architecture and protection from any threat**

- Can be used as a migration tool from on-premises into the cloud and from physical to virtual environment.

- **Innovative**

- Offers active protection against ransomware; based on behavioural heuristics and predictive analysis, it instantly restores damaged data

- Acronis Notary enables users to ensure backup integrity before restoration

- Off-host backup processing reduces production machine loads

- **Fast yet Cost-Effective — Based on independent testing, Acronis Backup costs less, yet is 35-100% faster than its closest competitors.**