

Nominee: Acronis

Nomination title: Acronis - A Global Leader In Hybrid Data Protection And Storage

Protecting data since 2003

Founded in 2003, Acronis protects the data of over 5 million consumers and 500,000 businesses in over 150 countries. With more than 100 patents, Acronis products have been named best product of the year, and cover a range of features, including migration, cloning and replication.

Key Projects in the past 12 months

1. Acronis Backup 12.5

The release of Acronis Backup 12.5 changed the future, advancing data protection and rendering traditional solutions obsolete. In June 2017, Acronis unveiled the world's most innovative backup solution, offering unprecedented levels of protection for all sizes of infrastructure.

Acronis Backup 12.5 is the world's fastest, most reliable, complete, and cost-effective backup offering available on the market today; delivering hybrid cloud and on-premises data protection for small and medium-sized businesses using a touch-friendly, web-based console to back up and recover all individual workloads.

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.

Acronis Backup 12.5 changed the future of data backup protection

- Delivering unmatched reliability, scalability and speed
- The unified touch-friendly management console radically reduces the effort to back up, manage, and restore data
- Delivering the industry's first automated data protection from ransomware

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

- **Complete Business Protection**
- **World's Fastest Backup and Recovery**
- **Flexible Storage Options**
- **Intuitive, Scalable Management**
- **Innovative Data Protection**
- **Cost and reliability**

2. Acronis True Image

In 2016, Acronis became the first global data protection company to start using blockchain technology in its products, whilst 2017 has seen the company launch Acronis True Image 2017 New Generation - the world's first personal backup product combined with Acronis Active Protection to tackle ransomware, Acronis Notary blockchain-based data fingerprinting, and Acronis ASign blockchain-based digital signature functionality.

Acronis True Image 2018

Acronis True Image is the most reliable, easy and secure personal backup software with Artificial Intelligence-based ransomware protection, Acronis Active Protection, available in both Windows and Mac editions.

More than 5.5 million customers worldwide rely on Acronis technology.

- **You can back up everything: including operating systems, applications, settings, photos, videos, files, social media accounts from PCs, Macs, iOS and Android devices.**
- **Dual protection ensures your data is secured locally and in the cloud for quick recovery.**
- **Back up your full system to a local drive, NAS, or the cloud to return your computer to the exact state it was in before any data was lost.**

Acronis continue to pioneer innovation and set the standard for hybrid cloud data protection through its backup, disaster recovery, and secure file sync and share solutions.

3. Vendor And Industry Accreditations



Together, Acronis Backup 12.5 and Acronis True Image have picked up over 20 awards this year. Previous years have seen EY ((formerly Ernst & Young) naming CEO, Serguei Belousov as EY Entrepreneur of the Year, as well as being voted one of the 20 Coolest Cloud Storage Vendors and even, Company of the Year.

<https://www.acronis.com/en-us/company/awards>

Acronis are regularly in the press and have featured in TIME magazine, the New York Times, PC World, CNN: <https://www.acronis.com/en-us/company/awards#reviews>

Why nominee should win

Holistic approach to data protection. Acronis Backup 12.5 protects data on 21 different platforms. Acronis True Image 2018 protects data on Windows, Mac, Mobile devices and also Facebook and Instagram social media accounts. This dramatically simplifies the task of data protection.

- **Innovation.**
 - Acronis Active Protection™ technology for active protection against ransomware like WannaCry or Petya. It defends computer devices, backup software, and backup files.
 - Acronis Notary™ blockchain-based data certification for immutable data validation.
- **Active involvement in community forums and support of Universities and educational programs around the world.**

Testimonials & References can be found at: <https://www.acronis.com/en-us/resource-center/> - Two examples have been uploaded below.