

Nominee: Acronis

Nomination title: Acronis - Changing the Future of Data Protection and Storage

Acronis was founded in 2001 in Singapore by Serguei Belousov and partners. Originally Acronis was part of SWsoft, but it became a separate business entity in 2003. Currently Acronis employs around 1,000 staff across 18 different locations. The company's International HQ is in Singapore, the Corporate HQ in Schaffhausen, Switzerland and Acronis R&D centres are located in Singapore, Phoenix and Arlington in the US, Sofia, Moscow and Zurich.

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.

Acronis acquired GroupLogic and its software in 2012, which allowed it to integrate mobile devices - including Apple products - into enterprise environments using Acronis Access Advanced.

2013 saw the launch of an official research and development wing, Acronis Labs, and the adoption of its Hybrid Cloud Architecture Strategy. In 2014, Acronis acquired BackupAgent, a cloud backup company, and nScaled, a disaster recovery software company. In 2015, the company launched the Acronis Global Partner Program, and in 2016, the Acronis Partner Program for Cloud, giving service providers access to the most complete and easy BaaS (backup as-a-service) data protection solution.

Key Projects since 1st June 2016

In 2016, Acronis became the first global data protection company to start using blockchain to certify and verify data. The launch of Acronis Backup 12, the world's fastest and most complete backup product for small businesses, coincided with the start of their current sponsorship of the Scuderia Toro Rosso Formula 1 Team.

In 2016, Acronis made Acronis Storage, the same software-defined storage technology that powers Acronis' global network of datacenters, available to service providers and business customers. It is the world's first solution with built-in blockchain-based data certification to guarantee its immunity.

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 certification, and Acronis ASign blockchain-based digital signature functionality.

1. 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 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 instant defense against 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 certification, 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.

- **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. Acronis Storage

Acronis Storage is the world's most flexible universal data software-defined storage solution for businesses and service providers. It comes with CloudRAID data resilience and Acronis Notary blockchain technology. It is a perfect solution for back-end for applications like Acronis Files Cloud, Acronis Backup Cloud, Open-Xchange, vSphere, Hyper V, Microsoft Exchange. It also provides efficient cost-effective storage capacity for general needs like documents, graphics, video files. Different workloads can be applied to the same storage.

- **Universal storage for cold and hot data.**
- **Block, file and object storage**
- **Hot and Cold data**

- **Single storage cluster for all workloads**
- **Support for S3 (and NFS and SMB in future versions)**
- **Storage tiers**
- **Smart redundancy and overhead management**

Acronis Storage is up to 5x Faster than Ceph and other software defined storage vendors. SSD caching, automatic load balancing and parallel replication. Scales from Terabytes to tens of Petabytes. Acronis Backup performance improved by 20%.

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 named 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. Acronis Storage is the most efficient and cost-effective universal storage for cold and hot data.**

- **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.**

**You can see additional references and case studies that support this nomination at:
<https://www.acronis.com/en-us/resource-center/>**