

Quick Sales Guide

Acronis

Acronis Disaster Recovery Service

What is Acronis Disaster Recovery Service?

Acronis Disaster Recovery Service is a complete, hybrid-cloud IT continuity solution that protects and restores data, servers, or entire data centers in the event of a natural or man-made disaster.

Elevator pitch:

For companies with a low tolerance for IT disruption, loss of data, or applications downtime, only Acronis Disaster Recovery Service provides a proven all-in-one solution with push-button recovery of your applications and data.

Acronis Disaster Recovery Service assures business continuity by protecting data, servers and entire data centers with a market-leading, hybrid cloud solution.

How Do We Sell It?

Acronis Disaster Recovery Service is sold through two models:

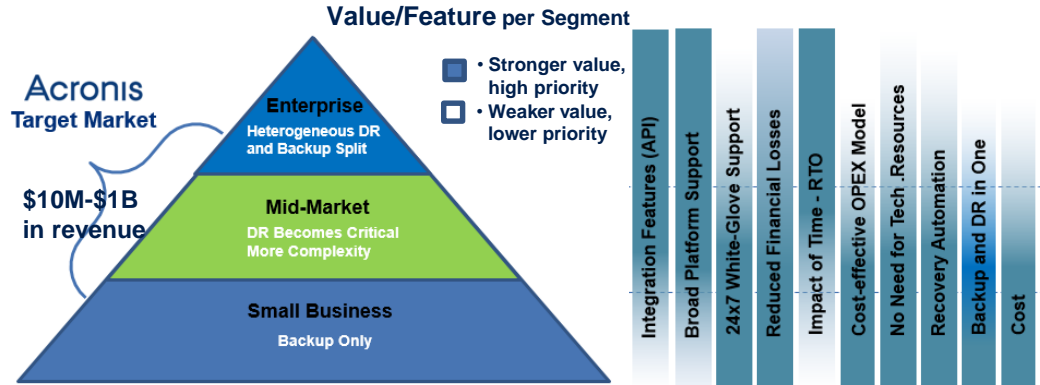
1. As an Acronis-hosted service to end users (SMB/SME): sold directly or through channels
2. As software licenses + capacity to service providers (SP) who offer it as a service to their customers
3. Variations of the above models exist too; please contact Acronis Sales team for more detail

Key Features and Capabilities

- All-in-one backup and DR solution
- Flexible RTO/RPO starting at near real-time or minutes (15 minutes RTO SLA)
- Automated runbooks designed in a graphical web-based editor
- Push-button automated recovery, eliminating complexity and user error
- Non-disruptive, automated testing
- On-premise appliance with virtual cloud
- Web Recovery Console manages both virtual cloud data center and on-premise appliance
- Backup only or Backup with Warm or Cold Disaster Recovery
- Multiple data transports (Acronis AnyData and NetApp SnapMirror)
- Supports Windows & Linux OS
- Protects physical and virtual servers
- Supports multiple hypervisors
- Storage and server agnostic
- VDI protection incorporated into solution
- Internet VPN or MPLS network connectivity
- Dormant and always on cloud environments

Top Business Values

- Minimized business impact of downtime (cost of lost time, customer satisfaction, revenue, etc.)
- Reduced complexity (through automation)
- Reliability (you know it will work, test anytime)
- 24/7 white glove expert support (reduced need of resources)
- Mitigated risk (peace of mind)



Solution Components and Typical Spend

On-Premise

- Acronis Backup Advanced Software
- Hardware Appliance
- Backup retention and server activation

Typical Client Spend:
\$6,700 annual

Professional Services

- Implementation
- Training, testing
- Data seeding
- Failover, failback

Typical Client Spend:
\$5,100 one-time

Cloud

- Compute grid
- Storage farm
- Physical rack space
- Networking, VPN, act. dir.

Typical Client Spend:
\$37,300 annual

Sample Pricing

Small

Windows
1 phys. server
1 ESX host
10 VMs
2TB storage

- Recurring Monthly Fee: **\$1,330**
- Onetime Fees: **\$5,120**
- Configured Services

Medium

Windows and Linux
2 phys. servers
2 ESX host
30 VMs
10TB storage

- Recurring Monthly Fee: **\$3,886**
- Onetime Fees: **\$5,440**
- Configured Services

Large

Windows and Linux
5 phys. server
3 ESX host
100 VMs
50TB storage

- Recurring Monthly Fee: **\$15,320**
- Onetime Fees: **\$13,320**
- Configured Services

Quick Sales Guide

Acronis Disaster Recovery Service

Acronis

Target Customer Profile

- Rely on data and critical applications
- Measures downtime in minutes or hours
- Large amount of data to backup and protect
- Don't have a second data center
- Limited IT staff and skill set
- Do not have a DIY mindset
- Prefer OPEX over CAPEX
- Horizontal, but strong in legal, fin. services, retail, manufacturing, education

Qualification: Is this a future Acronis Customer?

- Do you run server-based business applications?
- Do you have any DR solution to mitigate man-made or natural disasters?
- Are you looking at both DR and backup?
- Do you have a single data center?
- Platforms, operating systems, virtualization, storage, applications
- What is the total storage volume you need to protect?
- How many servers (physical/virtual)?
- Have you had an outage, or data loss, lately, or ever?
- What's the cost of your IT downtime?
- Are your current RTO/RPO meeting the needs of the business?

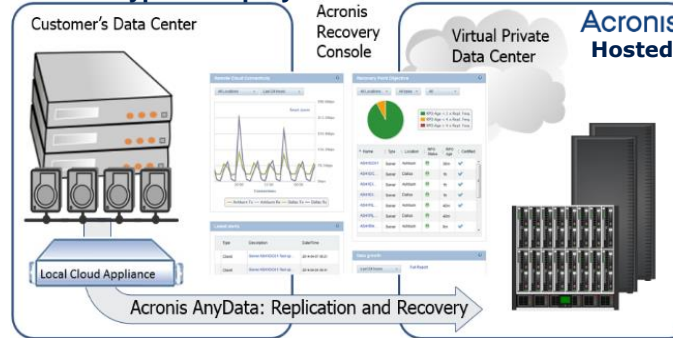
Technical Requirements

- Windows & Linux
- iSeries (AS400 & AIX) with partner
- Physical or virtual servers
- Storage agnostic (protect the server)
- Multiple hypervisors (per ABA)
- Need for low RTO and RPO in minutes or hours
- Acronis transport for DR and backup
- NetApp SnapMirror DR alternative

Quick Sales

- Upsell for current Acronis Backup Advanced (ABA) clients
 - Already has ABA installed and has need for cloud backup and disaster recovery
 - Looking for better RTO
- High-disaster area: earthquakes, floods, hurricanes, fires

Typical Deployment Architecture



Customer IT Profile

- Servers Protected
 - Mid size clients will have 10 - 100 servers
 - Larger clients have 100s of servers
- Source Data Protected
 - Mid size clients protect 2TB to 20TB of source data
 - Larger clients have between 50TB and 100+TB of source data
- Minimum Client Size
 - 5 to 6 servers
 - At least 1TB of source data

Selling with Partners and Partner Types

- Scale up by selling through/with partners
- Types of partners
 - Distributors and resellers who focus on SMB/SME market
 - ✓ Hardware, Software, or Services-focused
 - ✓ Usually "sell-with"
 - ✓ Acronis hosts the solution
 - ✓ Examples: CDW, SHI, Arrow

- Service providers active in specific verticals
 - ✓ Hosting providers, managed service providers, colo facilities
 - ✓ Sell-through (see SP-focused sales guide)
 - ✓ Acronis, or SP hosts the solution
 - ✓ Examples: Keno Kozie, Archivio

“Sell With” sales model

- Assist with opportunity qualification
- Profit presentation and demonstration
- Scope opportunity resource requirements
- Generate proposal and price quote
- Provide pre-sales and post-sales handoff
- Partner sales tools and collateral

Competition: How We Are Better Than Them

Veeam

Type: DIY and Backup-centric

- Self-service Recovery Console
- Backup and DR in one solution
- Testing capabilities
- Automated DR
- SLA for recovery of servers
- 24/7 emergency response team in DR
- End-to-end solution from one source

Unitrends

Type: Appliance-based

- Proven (Unitrends' cloud DR started 2014)
- Self-service Recovery Console
- Automated DR
- Testing capabilities
- Flexibility of the cloud
- Strong support when needed

Quorum

Type: DRaaS-centric

- All-in-one solution
- Flexibility of the cloud
- Ability to leverage hybrid DR resources (They are limited in their hybrid/complex capabilities)
- Testing capabilities

Zerto

Type: Do-It-Yourself (DIY)

- Backup and DR in one solution
- Self-service Recovery Console
- Testing capabilities
- Automated DR
- Hybrid DR resources
- Full solution from one source
- Local and Cloud DR
- Virtual and physical servers

AppAssure

Type: DIY and Backup-Centric

- Self-service Recovery Console
- Backup and DR in one solution
- Testing and automation
- SLA for recovery of servers
- 24/7 emergency response team for DR
- Full solution from one source (AppAssure is software only)