

Protecting  
Protecting  
Protecting  
Protecting  
**All your Data,**  
**All the Time**



## Acronis® Backup & Recovery™ **11**



### **Reliable Data – What Would You Do without It?**

Your data is more than a bunch of ones and zeros. It's the heart and soul of your business. Keeping it alive and constantly accessible isn't just a question of convenience – it's a question of survival. Over the years, as data has grown, storage needs have exploded. And with them, so has the risk of disaster.

Downtime is costly, and permanent data loss can be fatal. More than ever, you need to arm yourself with the most effective disaster recovery and data protection solutions possible. Unfortunately, most industry solutions are geared towards large enterprises, which can mean multiple licenses, complex management and heavy costs.

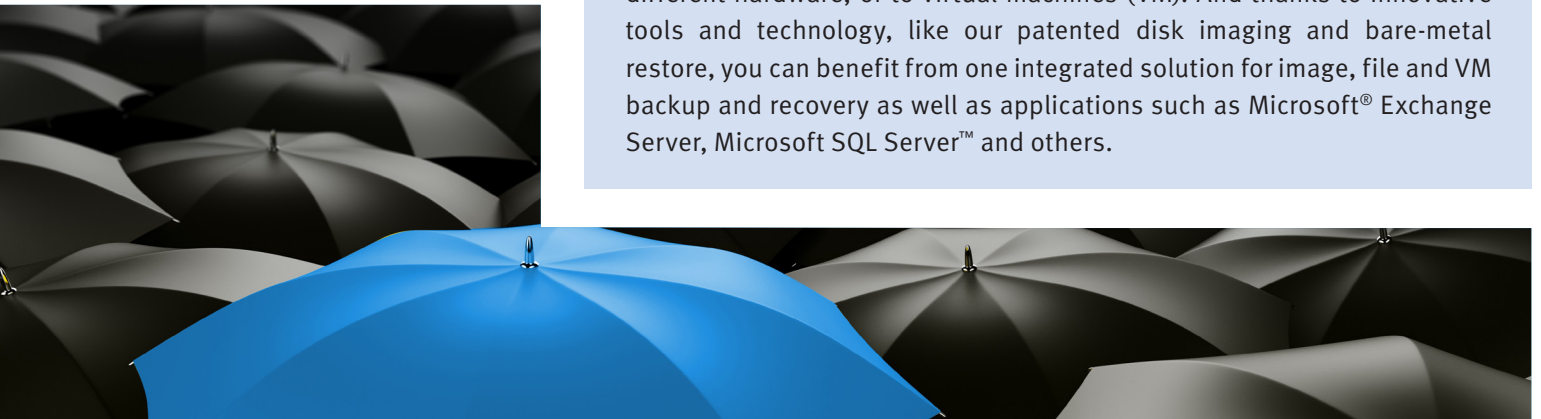
But what about small and mid-sized businesses? Who's looking out for you? Who's creating affordable, reliable and ultra-simple solutions that fit your needs? Who's able to guide you to evolving environments like virtualisation and the cloud? Who's backing up your success?

We are. And we're already doing it for 175,000 corporate customers worldwide.

# You Don't Have to Be Big to Get the Best!

Everything we do is centered on the needs of small and mid-sized businesses like yours. The solutions we develop are affordable, flexible and intuitive. And, unlike our big-name competitors, all of our hard work and investment is dedicated solely to disaster recovery and data protection. Serving you is our reason to exist.

When disaster strikes, you can count on Acronis® for fast and reliable recovery of your servers, workstations or laptops to the same hardware, to different hardware, or to virtual machines (VM). And thanks to innovative tools and technology, like our patented disk imaging and bare-metal restore, you can benefit from one integrated solution for image, file and VM backup and recovery as well as applications such as Microsoft® Exchange Server, Microsoft SQL Server™ and others.



## Acronis® Backup & Recovery™ 11 Addresses the Issues that Matter most to **Your Business!**

### ► **Simplicity of all Backup and Recovery Operations**

You've got enough things to worry about in your company. You don't want to spend time on complex administration and maintenance tasks. With Acronis® Backup & Recovery™ 11, you won't have to. Easy to install, use and manage, it offers you one concept, one solution and one user-friendly interface. And when disaster strikes you don't have to panic because you can recover quickly and easily. In addition, with Acronis Backup & Recovery 11 you benefit from deep backup, search and catalog capabilities usually only found in large-enterprise software.

#### **Easy to back up:**

- Create handy rules to streamline repetitive tasks.
- Establish regular automated backups with our advanced scheduling.

#### **Easy to recover:**

- Achieve full data recovery almost instantly with our Instant Restore™ tool.
- Let our intuitive Disaster Recovery Plans coach you through recovery steps with ease.

Acronis Backup & Recovery 11 is as simple as it gets.

## ► Flexibility to Grow

Fundamental to the success of any business is the ability to grow. That requires a future-proof solution that's ready when you are. Maybe you'll want to introduce new applications to your company. Maybe you need to tame data growth through optional deduplication. Maybe your backup strategy and policies will change over time. Maybe you'll want to start migrating to virtual machines; or add an extra layer of data protection through cloud-based backup. All this is possible with Acronis Backup & Recovery 11. Regardless of which change happens in your organisation or when it happens, Acronis will accompany you along the way with its integrated, easy-to-use software from one central solution.

What's special about Acronis Backup & Recovery 11 is that it's built on a unified platform through which all features, applications and modules share a common code from our proven and widely used disk imaging engine, invented and developed by Acronis since 2002. As a result, you get full support for physical and virtual environments as well as diverse hardware and operating systems – all in one unified solution.

## ► Great Value at a Low Cost

By offering you advanced capabilities at an affordable price, Acronis Backup & Recovery 11 helps you maximise uptime while achieving a low Total Cost of Ownership (TCO). There's no need to burden your budget with various vendors and licenses or multiple maintenance contracts. One solution for all your disaster recovery and data protection needs is all you require.

What's more, the efficiency of the features themselves brings you significant savings in time and money. For example, Acronis' deduplication option can cut as much as 90% of your data storage requirements while reducing network bandwidth usage. When you put it all together, Acronis Backup & Recovery 11 offers you a rapid Return on Investment (ROI), paying for itself quickly while providing you with protection, availability and peace of mind.

## NEW!

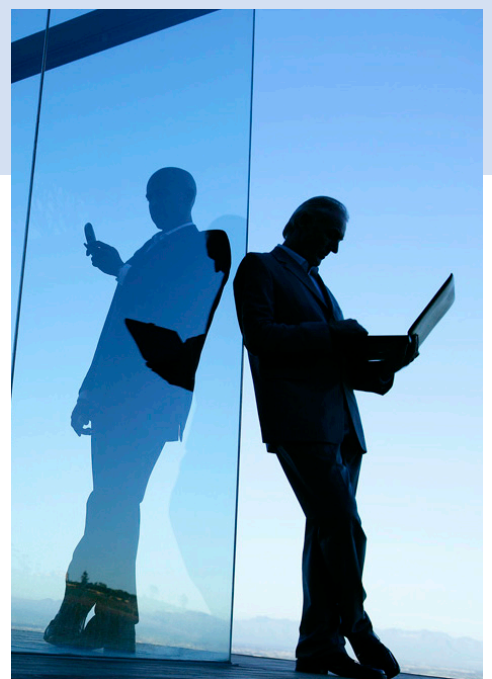
### *Disaster Recovery or Data Protection – Why Choose Only One?*

Acronis Now Gives You the Best of Both Worlds!

**System-Centric Approach:** Disaster Recovery restores all your data, files, applications and operating systems, leveraging disk imaging technology, to where they were at a specific point in time – all at once – literally bringing your operations and infrastructure back to life in minutes.

**Data-Centric Approach:** Data Protection is a data centric approach that allows you to safeguard, recover, manage and search for individual files from a backup no matter where they're located in the backup file archive.

Both have their benefits. But, traditionally, businesses have had to acquire, manage and maintain separate products. Not anymore. With Acronis Backup & Recovery 11, both capabilities are fully integrated into one solution.



# One Powerful Solution for Every Type of Need!

Whether you need an affordable standalone solution for local servers or workstations, or advanced capabilities for centralised management, Acronis Backup & Recovery 11 is the right choice. And we offer you seamless support to guide you in your transition from physical to virtual and into the cloud, without adding complexity or heavy costs.

## ▶ Disaster Recovery and Data Protection now in one solution

Choose Acronis Backup & Recovery 11 standalone editions to help you address your backup and disaster recovery needs. By using Acronis' easy-to-use, patented disk imaging technology, servers and workstations can be restored in minutes, not hours or days helping to keep your business up and running. Protect your operating system, applications and files from everyday occurrences such as individual file loss all the way up to entire system failure due to natural disaster, human error or theft.

## ▶ Centralised and Remote Management

Choose Acronis Backup & Recovery 11 advanced editions if you need to manage multiple servers, workstations or virtual machines in either one or various locations, or if you want to search for files, folders or single database items such as emails or mailbox. With a central management server, you can simplify and control backup and recovery operations for thousands of machines.

## ▶ Enhanced! Application Support

You can opt for the Acronis Backup & Recovery 11 for Microsoft Exchange Server\* and for SQL Server\* special editions to enhance your capabilities with Microsoft Exchange Server or Microsoft SQL Server. In addition to being able to search and restore email or files, you can restore your entire Exchange database in case of loss or corruption. When disaster strikes, you can perform a bare-metal recovery of the whole Exchange Server to a different type of hardware if required.

\* Available in future releases

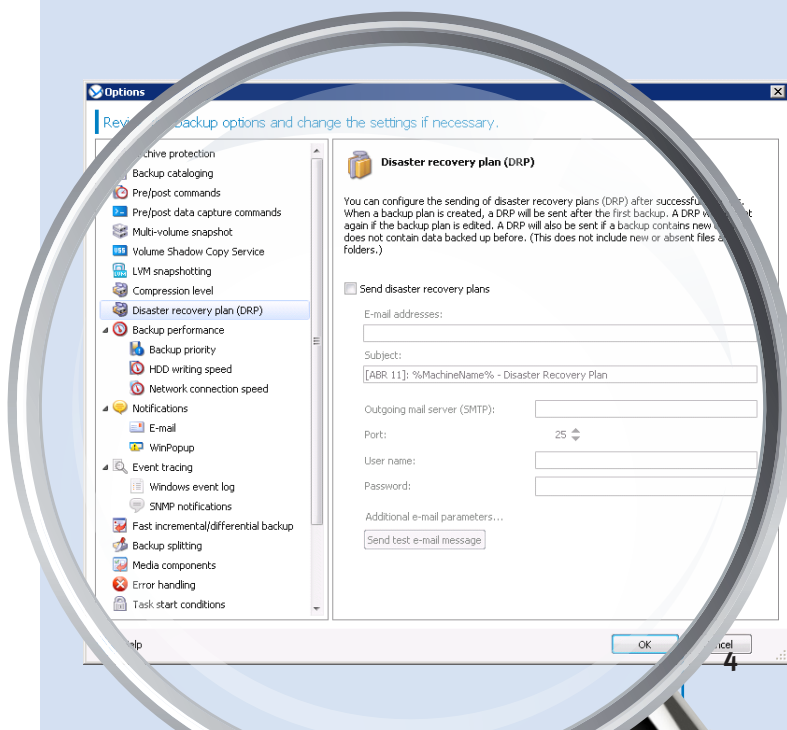
## ▶ Enhanced! Virtualisation Support

With Acronis, going virtual is a breeze. Place as many virtual machines on a physical host as you need and, through a single low-priced license, Acronis Backup & Recovery 11 Virtual Edition supports an unlimited number of migrations to and from the host. You can place an agent into the virtual machine and manage it exactly as you would a physical machine. You can also use a single host-based agent for VMware® vSphere® or Microsoft Hyper-V® to manage all virtual machines on a host at once to simplify administration and reduce your overhead costs.

## ▶ Cloud Support

What opportunities does the cloud have in store for you? Acronis helps you take your first steps into the cloud by helping you to back up your data to online storage and as you build confidence, you can gradually increase your usage of the cloud. Acronis offers the same interface across all your heterogeneous environments for simplicity and ease of use.

Acronis Backup & Recovery 11 Online provides you with an affordable and fully secure offsite data center. For an easy start, you can use our Initial Seeding service which allows a disk-based shipment of your data to our datacenter where it will be uploaded for future retrieval. In case of disaster, you'll retrieve your data and resume your activities easily. For full scale recovery, opt for our Large Scale Recovery service where your data will be shipped back to you securely on a disk within an SLA determined time frame.



# The Possibilities are **Endless!**

*The Acronis Backup & Recovery product family provides several optional modules to enhance your disaster recovery and data protection capabilities and meet your specific needs.*

## **Change of Hardware? No Problem.** Acronis® Universal Restore™

Acronis® Universal Restore™ allows you to bring all your data and applications back onto a brand new or standby server, workstation or laptop from a different brand or model, or with different components installed. It captures all your system parameters, so there's no need to reconfigure anything. Simply insert the required device drivers during the restore process.

## **Extra Protection from Above** Acronis® Backup & Recovery™ 11 Online

Use the Acronis Cloud to store your backups in a safe offsite location. Our online service is secure, practical and cost-efficient. And, your data transmission is fully secured via government-grade encryption. Best of all, you only pay a flat rate per machine for the capacity of the online protection you need.

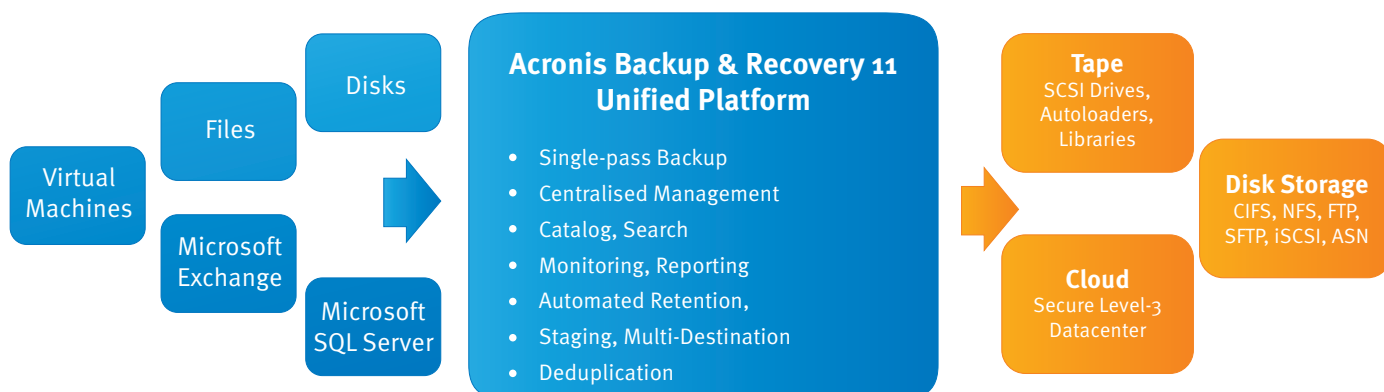
## **Lighten up on Storage!** Acronis® Backup & Recovery™ 11 Deduplication

A company's backup data usually includes huge amounts of duplicate files which up to can take up an enormous amount of storage space. But intelligent deduplication trims all the waste either at the source or target.

## **Quality Service** Acronis® Advantage™ Maintenance and Support Services

Acronis brings you world-class service at a price suitable to your needs, including subscription-based support, pay-per-incident support or self-service support through our online Knowledge Base. Your subscription offers you free upgrades for new product releases and the first year is free. With Acronis® Advantage™ Standard, you can access email, phone and chat support five days a week during regular business hours (EST) while Acronis Advantage Premier extends that coverage to 24 hours a day, seven days a week.

## How it Works!



### **Disaster Recovery • Data Protection • Migration**

Windows, Linux, VMware vSphere, Microsoft Hyper-V, Citrix XenServer, Red Hat Enterprise Virtualisation, Parallels Server 4 Bare Metal

# Which Solution is Perfect for your **Business Needs?**

Features	Individual machines			Centralised and Remote Management				Online		
	Workstation	Server for Windows	Server for Linux	Advanced Workstation	Advanced Server	Advanced Server SBS Edition	Virtual Edition	for Workstation	for Server	for Virtual Machines
Image Backup	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
File Backup	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓*
Bare-Metal Restore	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Guided Disaster Recovery Plan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Backup to Disk / Network Share	✓	✓	✓	✓	✓	✓	✓			
Backup to Tape				✓	✓	✓	✓			
Backup to Acronis Online Storage								✓	✓	✓
Remote and Centralised Management				✓	✓	✓	✓	✓	✓	✓
Backup Catalog and Search				✓	✓	✓	✓			
Agent-less VM Backup and Recovery							✓			✓
Unlimited VMs per Host							✓			✓
Restore to Dissimilar Hardware	Optional	Optional	Optional	Optional	Optional	✓	✓	✓	✓	✓
Data Deduplication				Optional	Optional	Optional	Optional			
<b>Supported Operating Systems**</b>										
Windows 7 / Vista / XP / 2000Pro	✓	✓		✓	✓		✓	✓	✓	✓
<ul style="list-style-type: none"> <li>• Windows Server 2008/2008 R2</li> <li>• Windows Server 2003/2003 R2</li> <li>• Windows 2000 Server</li> </ul>		✓			✓		✓		✓	✓
<ul style="list-style-type: none"> <li>• Windows Small Business Server 2011</li> <li>• Windows Small Business Server 2008</li> <li>• Windows Small Business Server 2003/2003 R2"</li> </ul>		✓			✓	✓	✓		✓	✓
Linux			✓		✓		✓			

\* Requires agent to be installed in a VM

\*\* Further details about supported operating systems by individual product components can be found on the Acronis web site

# The SMB Value Checklist

## ▶ 10 Reasons Why Acronis is the Obvious Choice

- ✓ Fast and reliable recovery of live machines in just minutes or even seconds
- ✓ Disaster Recovery and Data Protection now in one solution
- ✓ One complete solution for all types of environments, platforms and media
- ✓ A smooth transition from physical to virtual to cloud environments
- ✓ No dependency on a specific type of machine or hardware
- ✓ Deduplication to free up storage space and enhance productivity
- ✓ Enterprise-class features made accessible to SMBs without dedicated IT resources
- ✓ An affordable license from a single vendor reducing TCO
- ✓ A flexible range of product support offerings protecting your software investment
- ✓ A company 100% dedicated to disaster recovery and data protection for SMBs

## Key Features

### **Integrated Disaster Recovery, Backup, Data Protection, Search, Catalog, and Applications**

- Adds deep catalog and search capabilities for granular access to specific data across all backups
- Built to integrate with Acronis' granular application recovery modules such as for Microsoft Exchange Server and Microsoft SQL Server

### **Physical/Virtual/Cloud in One Solution**

- Supports workstations and servers; physical and virtual; Windows® and Linux®; disk, tape and cloud.

### **Superior virtualisation support**

- Unlimited Virtual Machines (VMs) per physical host plus unlimited P2V, V2V and V2P migrations
- Agent-less backup reduces resources and simplifies operations
- Supports VMware®, Hyper-V®, Citrix®, Red Hat® and Parallels®

### **Fast Restore of Operating System, Applications, Files and Data**

- Installs without reboots
- Allows for easy system recovery to the same or different hardware, including VMs
- Use recovering systems while data is being restored
- Enables mobile laptop users to recover a machine on the road

### **Secure, Easy-to-use, Centralised Management**

- Intuitive user interface makes it easy to install, configure and deploy
- Manage all backup and recovery from one console, anywhere on the network
- Enterprise-level reporting for more efficient management
- User authentication and data encryption (AES-256) secure data access, storage and transfer

### **Eliminates Redundant Data**

- File and block-level deduplication reduces storage volumes by up to 90%



Acronis is a leading provider of easy-to-use disaster recovery and data protection solutions for physical, virtual and cloud environments. Its patented disk imaging technology enables corporations, SMBs and consumers to protect their digital assets. With Acronis' disaster recovery, deployment and migration software, users protect their digital information, maintain business continuity and reduce downtime. Acronis software is sold in more than 90 countries and available in 14 languages.

For additional information, please visit [www.acronis.eu](http://www.acronis.eu).

Follow Acronis on Twitter: <http://twitter.com/acronis>.

## Partners

