

# Acronis® Corporate Overview

## Acronis at a glance

<b>Creation Date</b>	Founded in 2000
<b>Main Office</b>	Burlington, Massachusetts (USA)
<b>Global and Private Company</b>	<p>Acronis has offices in the USA, Europe, Russia and Asia.</p> <ul style="list-style-type: none"> <li>• R&amp;D team in Moscow</li> <li>• Sales and Marketing teams in USA, Europe (UK, France, Spain, Benelux, Germany) and Asia (Singapore)</li> <li>• Technical Support Teams in Russia, Europe and USA</li> </ul>
<b>London Acronis Office</b>	<p>Acronis Ltd. The Light Box- 111Power road, Chiswick - London W4 5PY Tel: (44) 0-208 987 5440; Fax (44) 0-203 004 1898</p>
<b>CEO</b>	Walter Scott
<b>Number of Employees</b>	400
<b>Internet Site</b>	<a href="http://www.acronis.eu">www.acronis.eu</a> – <a href="http://www.acronis.com">www.acronis.com</a>
<b>Management Team</b>	<p>Laurent Dedenis, VP International Sales John Murgo, CFO Ellan Murphy, Vice President of Sales Ed Harnish, Vice President of Marketing</p>
<b>Solutions</b>	<p>Backup, Bare Metal Restore and Disaster Recovery Software Deployment Software Disk Management Software Security and Privacy Software</p>
<b>Distribution</b>	<p>Indirect Business Model with a 2-Tier Channel Model throughout EMEA Partners include Value-Added Distributors, Value-Added-Resellers, Direct Marketing Resellers, System Integrators, OEM...</p>
<b>References</b>	<p>A large customer database including global enterprises, government agencies, small and medium sized businesses and home users. Among our users and OEM customers are:</p> <ul style="list-style-type: none"> <li>• AT&amp;T, BASF, Bayer AG, Bechtel, Brown University, Chevron Texaco, Cisco, Conoco-Phillips, DaimlerChrysler, Experian, FDIC, Fujitsu, Hewlett Packard, Honeywell, Keane, Kyocera, Lufthansa Airlines, Microsoft, Seagate, Shell Oil, Siemens AG, Toshiba, Tyco Electronics, US Air Force, Volkswagen</li> <li>• UK Focus: British Telecom, Aston Chemicals, Konica Minolta Business Solutions</li> </ul>

## Acronis Overview

Acronis provides advanced, scalable storage management and disaster recovery software that helps enterprises safeguard their information and assures the availability, security, integrity and recoverability of their infrastructure.

Acronis' patented disk imaging and disk management technology have won broad industry acclaim and numerous awards for excellence in data protection, backup and recovery, system deployment, and server migration for both physical and virtual servers.

Its flagship product, Acronis True Image, is a leading commercial disk imaging and bare-metal restore solution for Windows and Linux servers, as well as being an automated system portability and migration tool.

Since 2002, Acronis True Image has been the solution of choice for small to mid-size businesses to the Fortune 500 in the banking, professional services, healthcare, technology, retail, government and manufacturing markets.

Acronis is a premier provider of Storage Management software and solutions for both physical and virtual environments. Acronis is committed to develop advanced technologies and features to support its customers' business objectives.

## Data Protection and Disaster Recovery Industry Background

The driving forces for the growth of the disaster recovery and storage management software industry are:

- The rapid growth of data
- The need to protect and manage that data.
- The ability to restore data immediately after a significant data loss

Data is widely considered to be one of an organization's most valued assets. The increasing reliance on critical enterprise software applications such as e-mail, relational databases, enterprise resource planning, customer relationship management, and workgroup collaboration tools is resulting in the rapid growth of data across all enterprises. New government regulations as well as company policies requiring data preservation are expanding the proportion of data that must be archived and easily accessible for future use. In addition, ensuring the security and integrity of the data has become a critical task as regulatory compliance and corporate governance objectives affecting many organizations mandate the creation of multiple copies of data with longer and more complex retention requirements. Gartner estimates that two out of five companies that experience a disaster will go out of business within five years as a result of the event.

It's important to remember that not all "disasters" are natural disasters. In fact, a disaster can be any interruption to business operations that impacts the company beyond what the IT manager might define as "acceptable downtime." A one-hour interruption for a Web server might be an inconvenience to a company with a static Web site but a huge financial loss to a company that does Web-based business transactions. Gartner's report notes that application failures are responsible for 40% of downtime; operator error is responsible for 40% of downtime; systems and environmental problems, such as hardware failures, are responsible for 20% of downtime; and less than 5% of downtime is due to a natural disaster, such as a fire, flood or earthquake, or to terrorist attacks.

Finally, data storage has transitioned from being server-attached to becoming widely distributed across local and global networked storage systems. This transition has been driven by the growth of data, the pervasive use of distributed critical enterprise software applications, the decrease in disk cost and the demand for 24/7 business continuity.

## Acronis Technology

Acronis' solutions are based on its patented disk imaging technology. A disk image is an exact copy of a computer or server hard disk. The snapshot contains everything the server or computer needs to run — operating systems, applications, configuration files, user settings, and data. Our disk imaging technology creates faster backups and restores and improves return on investments than traditional backup technologies.

Two popular backup strategies are present on the market — disk imaging and file-based backups. However these take different approaches when addressing disaster recovery requirements. Much of the popular backup software today is simply file and folder backup software. Although it is possible to do a complete file-based backup, this strategy is flawed since Windows is not able to copy files currently in use by Windows or any other application. That means a file backup does not save hidden files or some system and configuration files. In the end, the resulting backup is fatally flawed and cannot be used to restore a disk back to a usable form unless the entire process is conducted from the DOS prompt. From a materials and time standpoint, this is an expensive and inadequate solution, since it causes the server to be taken offline during the backup and can inconvenience and interrupt the normal server operations.

## Acronis Solutions

Acronis provides its customers with comprehensive and scalable solutions for disaster recovery and data storage management. Our software enables centralised protection and disaster recovery management of distributed and local data. Acronis provides its customers with high-performance data protection, including backup and recovery, disaster recovery, data migration and archiving, global data availability, replication of data, creation and management of copies of stored data, storage resource discovery and usage tracking, data classification, management and operational reports and troubleshooting tools.

- Backup, Bare Metal Restore and Disaster Recovery Solutions
- Deployment Solutions
- Disk Management Solutions
- Privacy and Security

The Acronis family of products, which supports Windows and Linux environments, provides our customers with the flexibility to purchase and deploy a combination of hardware and software from different vendors. As a result, our customers can purchase and use the optimal hardware and software for their needs, rather than being restricted to the offerings of a single vendor.

## Acronis Business Strategies

Acronis' strategy is to enhance its position as a leading supplier of data management software. Our key strategic initiatives are to continue:

- Extending our Technology Leadership, Product Breadth and Addressable Markets
- Enhancing and expanding our Customer Support
- Expanding Distribution Channel and Geographic Markets Served
- Broadening and Developing Strategic relationships

### Sales & Distribution Strategy

Acronis' sales and distribution strategy across EMEA is to build a 2 Tier Channel including Value Added Distributors, Value Added Resellers, Direct Marketing Resellers, System Integrators and Original Equipment Manufacturer.

### Customer Support Service

Acronis offers 24/7 global technical support from our support operations centres in Russia. In addition, Acronis provides support in the United States, Germany, France/Belgium and Singapore. Our worldwide customer support organisation provides comprehensive local and remote customer care to address issues in today's complex storage operations. Our customer support process includes the expertise of product development, sales and customer support engineers. In addition, we incorporate into our software troubleshooting capabilities and provide free web- and fax-based support to our customers. Furthermore, we have implemented a voice-over-IP telephony system to tie our worldwide support centres together with an integrated call centre messaging and trouble ticket management system.

### Technology-based Alliances and Certifications

Acronis maintains strategic product and technology relationships with major industry leaders to ensure that its software applications are integrated with, supported by and add value to its partners' hardware and software products. Collaboration with these market leaders allows us to provide applications that enable our customers to improve data management efficiency.

Our significant strategic relationships include IBM, Hewlett-Packard, Sun Microsystems, Microsoft, VMware, Red Hat, Novell/SuSE, Oracle, MySQL and Quantum.

We also hold a variety of certifications as per instance Red Hat Ready, IBM Server Proven, HP BladeSystem Solution Builder and IBM Blade Centre Alliance Program.

## Key benefits of Acronis software include:

- Fast and easy online backup and recovery without disruption
- Mission critical database backup
- Heterogeneous systems protection
- Central management console

Acronis' award-winning software ensures the business continuity and maintains employee productivity thanks fastest restoration time. Our technically advanced, easy-to-use and scalable solutions ensure a high return on investment.

## Acronis Speakers



### Walter Scott CEO

Walter Scott, CEO of Acronis Software, has over 20 years of entrepreneurial experience in emerging technologies and application development companies. Prior to joining Acronis, Scott, was CEO of Imceda Software where he executed a combination of leadership and marketing strategies that resulted in a successful sale of the company to Quest Software for \$61 million. Prior to Imceda, Scott was instrumental in Embacadero's successful IPO in 2000. Scott started his career in sales with Banyan Systems where he contributed to the growth and success that led to Banyan's IPO. Scott holds a MBA from the University of Maine.



### Ed Harnish VP Marketing

Ed Harnish is a Vice President at Acronis, Inc. He is responsible for worldwide growth of both the consumer and corporate markets. This includes overseeing all on and off line marketing activities, the web site and product marketing. Prior to Acronis, he ran marketing for Imceda the makers of LightSpeed which was sold in May of 2005 to Quest software. He has spent the past 20 plus years leading the technical marketing growth of IT centric software companies like Banyan, Switchboard, RAScom, and Aptus Technologies. He is a sought after speaker at industry events and conferences. He has written a number of articles for industry trade magazines including PCWeek, Infoworld and the View.



### Laurent Dedenis VP International Sales and Managing Director

Laurent Dedenis brings more than 15 years of experience in start-up management across the United-States and Asia. Responsible for Acronis' international operations and for driving growth in EMEA, Laurent oversees the distribution strategy, sales and marketing functions as well as product localisation. Laurent joined Acronis in December 2004 opening the Singapore office. Laurent previously held the position of general manager of Microsoft Solomon Software Asia during six years and international managerial positions in the SWsoft group. Laurent holds a Ph.D. in International Business Administration from the International University of America in San Francisco.

## The Contacts

### Acronis Ltd.

The Light Box, 111 Power Road, Chiswick- London W4 5PY  
Tel: + 44 (0)208 987 5440  
Fax: + 44 (0)203 004 1898

### Acronis SAS

15-19 Rue des Mathurins  
75009 Paris - France  
Tel. +33 (0)1 42 81 55 31  
Fax. +33 (0)1 53 01 08 88

## PR Contacts

### Acronis SAS

Julie Grivel Delillaz  
Tel. +33 (0)1 42 81 55 31  
Email: julie.grivel.delillaz@acronis.com

### TouchDown PR

James Carter or Richard Wolfe  
Tel. +44 7770 978086 or +44 7980 676139  
Email: jcarter@touchdownpr.com  
or rwolfe@touchdownpr.com