

Acronis Backup 12

Partner Frequently Asked Questions (FAQ)

Acronis

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Acronis Backup 12

Q: What is Acronis Backup 12?

A: Acronis is transforming small to medium-sized business (SMB) data protection by converging cloud and on-premises backup into one, world's easiest and fastest backup offering, including the console, protected workloads, and storage. With Acronis Backup 12, your customers can protect all their data that resides on-premises, in remote systems, in private and public clouds, and on mobile devices.

Q: What is new in Acronis Backup 12 compared to Acronis Backup 11.7?

A: Acronis Backup 12 is based on Acronis Hybrid Cloud Architecture and allows customers to protect all the data that resides on-premises, in remote locations, in the cloud and on mobile devices. It includes numerous amazing features, such as a centralised web console, new user interface, protection of a wider array of workloads, including VMware, Hyper-V, Mac, Microsoft applications, IaaS cloud workloads, and even mobile devices. It includes a multitude of new, groundbreaking technologies and features, including unique recovery features that reduce recovery time objectives (RTOs) to 15 seconds or less. For more details, you can view the [Data sheet](#) and [What's New](#) documents.

Q: What is unique about Acronis Backup 12?

A: Only Acronis Backup 12:

- Delivers cloud and on-premise data protection for SMBs, providing a unified web console to back up and recover all individual workloads.
- Includes Acronis Instant Restore™, which reduces RTOs to seconds by running any physical or virtual Windows or Linux system backup as a VMware or Hyper-V virtual machine (VM).
- Backs up on-premise physical and virtual systems, as well as Microsoft Azure VMs and Amazon EC2 instances to completely protect your customers' entire IT infrastructures.
- Protects VMware ESXi and Microsoft Hyper-V hosts (not just VMs) and recovers them to dissimilar hardware to completely protect virtual infrastructures.
- Protects every user by backing up Windows PCs and tablets, Mac computers, iPads, iPhones and any Android device.
- Gives customers complete control over the location of their data, systems, and backups — ensuring that they always know where their company data is, even if it is stored in the cloud.

For more details, you can view the [Data sheet](#) and [What's New](#) documents.

Q: What features are new in Acronis Backup 12?

A: Acronis Backup 12 contains a wide variety of new features, including:

- Unified cloud and on-premise web console
- Centralized and remote management
- Granular recovery of databases, files, folders, and emails from physical, virtual, or cloud backups
- Backup of Microsoft Azure VMs and Amazon EC2 instances
- Backup of Microsoft Hyper-V

- Backup of physical and virtual Microsoft Exchange, SQL Server, SharePoint, and Active Directory
- Backup of Microsoft Windows PC, Mac, iPhone, iPad, and Android devices
- Acronis Instant Restore™, which runs any physical or virtual Windows or Linux system backup as a VMware or Hyper-V virtual machine (VM)
- Bare-metal recovery of VMware ESXi and Microsoft Hyper-V host (not just VMs) to the same or dissimilar hardware
- VMware vSphere VM Replication with built-in WAN optimisation
- Acronis vmFlashback, which restores only the blocks that have changed since the last backup, leveraging VMware/Hyper-V change block tracking (CBT) technologies

For more details, you can view the [Data sheet](#) and [What's New](#) documents.

Q: Have any 11.7 features been removed in Acronis Backup 12?

A: The following features are not available in Acronis Backup 12:

- Tower of Hanoi backup retention scheme
- Backup to optical media (CD, DVD, BD, ISO)
- Support of PST files as the target for granular recovery of e-mails
- Support of Microsoft Windows 2000
- Support of Microsoft Exchange 2003
- Support of VMware vSphere ESX(i) 4.0

Q: What is the difference between Acronis Backup and Acronis Backup Advanced solutions?

A: Acronis Backup Advanced includes the functionality and features designed for larger environments, namely those that require:

- Tape, autoloader, or tape library support
- Centralized managed storage with support of source and target storage deduplication
- Reporting
- Support of Citrix XenServer, Red Hat Enterprise Virtualization, Linux KVM, and Oracle VM Server

If a customer requires one of these features, Acronis Backup Advanced 11.7 continues to be available for purchase.

Q: Does Acronis Backup 12 include centralised and remote management of backups?

A: Yes, Acronis Backup 12 now includes centralised and remote management of backups to facilitate protection of all the data that resides on-premises, in remote locations, in private or public clouds, and on mobile devices.

Q: Is Acronis Backup 12 a cloud backup-as-a-service (BaaS) or on-premise backup software?

A: The groundbreaking Acronis Backup 12 is both – a cloud service and on-premise software. Acronis Backup 12 customers can use the web console on-premises or in the Acronis Cloud. Acronis Backup 12 agents are installed on the workloads customers are protecting – whether the workloads are on-premises, in remote locations, in private or public clouds, or on mobile devices. Note that the cloud console is only available to customers with a subscription license.

Licensing Questions

Q: How is Acronis Backup 12 licensed?

A: Acronis Backup 12 is licensed per protected system or virtualisation host. For example, if a customer has three physical servers, two VMware vSphere ESXi hosts, and five Microsoft Azure VMs with server operating system installed, they will require eight (3+5) server Licenses for physical and cloud workloads, and two virtual host licenses for the virtual hosts. There are no tiers, options, or application-specific licenses required. The only available add-on is Acronis Cloud Storage, which stores backups in secure, safe, off-site Acronis Data Centers. For more details on licensing, please refer to the [Licensing](#) page on the Acronis website.

Q: What types of Acronis Backup 12 licenses are available?

A: Acronis Backup 12 is available in two options:

- **Subscription licenses** – recommended, flexible and affordable option, available in one-, two- and three-year options, including technical support and upgrades to new versions for the entire subscription period. This license also includes access to the cloud console.
- **Perpetual licenses** – traditional option that includes one year of maintenance and technical support and upgrades to new versions. Upon the expiration of the initial maintenance period, the maintenance must be renewed to continue to enjoy technical support and upgrade benefits. Note that the perpetual license includes only the on-premise installation of Acronis Backup 12, and does not include the cloud console.

Q: Can customers switch from perpetual licenses to subscription and vice-versa?

A: Yes, customers can switch from perpetual licenses to a subscription and vice versa. In order to help customers switch, please contact Acronis Partner Support with the request, and our knowledgeable experts will take care of the licensing amendments for you to give to your customers. Alternatively, customers can also contact [Acronis Customer Service](#) directly.

Q: What Acronis Backup 12 subscription licenses are available?

A: The following one-, two- and three-year subscription licenses are available:

- **Acronis Backup Server Subscription License:** Complete protection of physical servers or cloud workloads including supported applications. Includes support of Windows and Linux operating systems.
- **Acronis Backup Virtual Host Subscription License:** Complete protection of entire VMware ESX(i) or Hyper-V hosts, including an unlimited number of VMs and supported applications on the licensed hosts.
- **Acronis Backup Windows Server Essentials Subscription License:** Affordable image and file backup and recovery of entire Windows Server Essentials systems including applications. Note that only Windows Server Essentials and Windows Small Business Server operating systems are supported by these licenses.

- **Acronis Backup Workstation Subscription License:** Image and file backup and recovery of entire Windows PCs/tablets and Mac computers for complete protection of user desktops and laptops.

All subscription licenses include access to the cloud console. Back up of mobile devices is performed to the Acronis Cloud, and does not require a special per-device license – the Acronis Cloud Storage License is sufficient.

Q: What Acronis Backup 12 perpetual licenses are available?

A: The following perpetual licenses are available:

- **Acronis Backup 12 Server License:** Complete protection of physical servers or cloud workloads including supported applications. Includes support of Windows and Linux operating systems.
- **Acronis Backup 12 Virtual Host License:** Complete protection of entire VMware ESX(i) or Hyper-V hosts, including an unlimited number of VMs and supported applications on the licensed hosts.
- **Acronis Backup 12 Windows Server Essentials License:** Affordable image and file backup and recovery of entire Windows Server Essentials systems including applications. Note that only Windows Server Essentials and Windows Small Business Server operating systems are supported by these licenses.
- **Acronis Backup 12 Workstation License:** Image and file backup and recovery of entire Windows PCs/tablets and Mac computers for complete protection of user desktops and laptops.

Note that perpetual licenses do not include access to the cloud console. The Acronis Cloud Storage add-on is available to customers who need integrated backup to secure, safe, off-site Acronis Data Centers.

Q: What is Acronis Cloud Storage?

A: Acronis Cloud Storage is an easily accessed, integrated, off-site backup storage option that saves backups to safe and secure [Acronis Data Centers](#), which are located in Tier-IV facilities. With 99.995 percent availability, Tier-IV is the highest availability level for any data centre on the planet. Acronis Cloud Storage also allows customers to back up their mobile devices to the Acronis Cloud.

Q: How is Acronis Cloud Storage licensed?

A: Acronis Cloud Storage is licensed based on storage capacity levels as required by your customers. Customers can save backups from an unlimited number of machines and any type of platform to cloud storage, including backups of their mobile devices.

Q: What licenses for Acronis Cloud Storage are available?

A: The following one-, two- and three-year licenses are available:

- Acronis Cloud Storage Subscription License 250 GB
- Acronis Cloud Storage Subscription License 500 GB
- Acronis Cloud Storage Subscription License 1 TB
- Acronis Cloud Storage Subscription License 2 TB
- Acronis Cloud Storage Subscription License 3 TB
- Acronis Cloud Storage Subscription License 4 TB
- Acronis Cloud Storage Subscription License 5 TB

Please contact your Acronis Distributor or Partner Account Manager if larger capacity is required.

Q: Can I sell Acronis Cloud Storage to customers who want to use it with Acronis Backup Advanced 11.7 or Acronis Backup 11.7?

A: Yes, you can sell Acronis Cloud Storage to customers for use with Acronis Backup Advanced 11.7 and Acronis Backup 11.7. However, when placing an order for Acronis Cloud Storage, be sure to specify that customer is using one of these older versions. This is important because the cloud technologies used in Acronis Backup 12 are different from the technologies used in the previous versions of Acronis Backup Advanced and Acronis Backup. Your order should include SKUs that clearly specify that you are reselling Acronis Cloud Storage for use with version 11.7. All other documents, including invoices, will also specify that you are reselling SKUs of Acronis Cloud Storage for use with version 11.7.

Customers will be able to upgrade Acronis Cloud Storage and their backups in cloud storage when they upgrade to Acronis Backup Advanced 12 (when available) and Acronis Backup 12.

Please contact your Acronis Distributor or Partner Account Manager for more details.

Q: What platforms does Acronis Backup 12 support?

A: The following platforms are supported:

Platform Type	OS / Hypervisor	Recommended License	Licensing
Physical Servers	Microsoft Windows Server	Acronis Backup Server License	Per physical server
	Microsoft Windows Server Essentials or Small Business Server	Acronis Backup Windows Server Essentials License	Per physical server
	Linux	Acronis Backup Server License	Per physical server
Virtual Hosts	VMware vSphere ESX(i)	Acronis Backup Virtual Host License	Per virtual host
	Microsoft Hyper-V	Acronis Backup Virtual Host License	Per virtual host
Cloud Workloads	Microsoft Azure VMs	Acronis Backup Server License	Per cloud VM
	Amazon EC2 Instances	Acronis Backup Server License	Per cloud instance
Workstations	Microsoft Windows PCs	Acronis Backup Workstation License	Per PC
	Mac	Acronis Backup Workstation License	Per Mac
Mobile Devices	Apple iPhone, iPad	Included with Acronis Cloud Storage	
	Android	Included with Acronis Cloud Storage	

Q: What applications does Acronis Backup 12 support?

A: Acronis Backup 12 supports application-aware backup and recovery features for Microsoft Exchange, Microsoft SQL Server, Microsoft SharePoint, and Microsoft Active Directory. Support of applications is included with Server, Virtual Host, and Windows Server Essentials licenses. Acronis Backup 12 supports applications installed on physical systems, in cloud VMs/instances, and on virtual machines, including agentless protection of virtualised applications in VMware ESXi and Microsoft Hyper-V.

Q: What key features does each license include?

A: Acronis Backup 12 includes the following features:

Feature Group	Feature	Description	Subscription				Perpetual			
			Server	Virtual Host	Essentials	Workstation	Server	Virtual Host	Essentials	Workstation
Easy	Cloud Web Console	An intuitive web console operates in the Acronis Cloud to support easy, centralised administration of organisation-wide data protection.	✓	✓	✓	✓				
	Local Web Console	An intuitive web console is provisioned on-premises for easy, centralised administration of organisation-wide data protection.	✓	✓	✓	✓	✓	✓	✓	✓
	Support of any Web Browser	Effortlessly access the web console from any web browser, even from your tablet.	✓	✓	✓	✓	✓	✓	✓	✓
	Easy Agent Installation	From the console, provision the agents needed to any physical, virtual or cloud workload.	✓	✓	✓	✓	✓	✓	✓	✓
	Multi-Lingual Interface	View the web console in any of the available 18 languages.	✓	✓	✓	✓	✓	✓	✓	✓
	Seamless Upgrade	Seamlessly upgrade Acronis Backup 11.7/11.5 to version 12, preserving settings and backup schedules.	✓	✓	✓	✓	✓	✓	✓	✓
	Acronis Universal Restore	Recover system backups to dissimilar hardware with proven Acronis Universal Restore.	✓	✓	✓	✓	✓	✓	✓	✓
	Workload Migration	Effortlessly migrate workloads to any platform, even virtual or cloud using Acronis Universal Restore.	✓	✓	✓	✓	✓	✓	✓	✓
	Built-in Backup Retention	Enjoy easy-to-use, flexible, built-in backup retention rules that automate storage capacity management.	✓	✓	✓	✓	✓	✓	✓	✓
Complete	Complete Microsoft Hyper-V Protection	Enjoy best-in-class, agentless and agent-based backup of VMs and hosts, application-aware backup, built-in changed-blocked-tracking (CBT), dependable recovery to dissimilar hardware, Acronis Instant Restore, and more.		✓				✓		
	Complete VMware vSphere ESX(i) Protection	Enjoy world's fastest, agentless and agent-based backup of VMs and hosts, application-aware backup, use of VMware changed-blocked-tracking (CBT), replication with WAN optimisation, dependable recovery to dissimilar hardware, Acronis Instant Restore, and more.		✓				✓		

Feature Group	Feature	Description	Subscription				Perpetual			
			Server	Virtual Host	Essentials	Workstation	Server	Virtual Host	Essentials	Workstation
Complete	Agentless Virtual Backup	Transparently back up virtual machines without installing agents onto the VM. Supports application awareness.		✓				✓		
	Agent-based Virtual Backup	Back up non-VADP/VSS compliant VMs, such as fault-tolerant VMs or VMs using physical RDMs, independent disks, pass-through disks, and/or guest-initiated iSCSI.	✓	✓			✓	✓		
	Backup of Virtual Hosts	Back up entire virtual host's hypervisor, including operating system and configuration for easy and fast recovery to the same or dissimilar hardware.		✓				✓		
	Protection of Microsoft Azure VMs	Enjoy groundbreaking image and file backup of workloads in Microsoft Azure VMs, dissimilar hardware recovery, application-aware backup, and more.	✓		✓	✓	✓		✓	✓
	Protection of Amazon EC2 Instances	Enjoy groundbreaking image and file backup of workloads in Amazon EC2, dissimilar hardware recovery, application-aware backup, and more.	✓		✓	✓	✓		✓	✓
	Proven Protection of Physical Windows Servers	Benefit from patented disk-image and file backup of Windows, dissimilar hardware recovery, application-aware backup, granular recovery, migration, and more.	✓		✓		✓		✓	
	Proven Protection of Physical Linux Servers	Benefit from patented disk-image and file backup of Linux, dissimilar hardware recovery, granular recovery, migration, and more.	✓		✓		✓		✓	
	Patented Disk-imaging Technology	Enjoy time-tested technology, invented by Acronis, that creates reliable, complete images of entire systems.	✓	✓	✓	✓	✓	✓	✓	✓
	Acronis Universal Restore	Completely and reliably recover images of entire systems to the same or dissimilar hardware	✓	✓	✓	✓	✓	✓	✓	✓
	Complete Migration	Completely and reliably migrate entire systems to the same or dissimilar hardware.	✓	✓	✓	✓	✓	✓	✓	✓
	Microsoft Exchange Server Protection	Create application-aware backups of entire physical/virtual Microsoft Exchange Servers or databases, granularly recover mailboxes and emails, truncate database logs, and more.	✓	✓	✓		✓	✓	✓	
	Microsoft SQL Server Protection	Create application-aware backups of entire physical/virtual Microsoft SQL Servers or databases, truncate database logs, and more.	✓	✓	✓		✓	✓	✓	
	Microsoft SharePoint Protection	Create application-aware backups of entire physical/virtual Microsoft SharePoint Servers or databases, granularly recover items, truncate database logs, and more.	✓	✓	✓		✓	✓	✓	

Feature Group	Feature	Description	Subscription				Perpetual				
			Server	Virtual Host	Essentials	Workstation	Server	Virtual Host	Essentials	Workstation	
Complete	Microsoft Active Directory Protection	Create Active Directory-aware backups of physical/virtual domain controllers, use authoritative and non-authoritative restore, prevents update sequence number (USN) rollback.	✓	✓	✓		✓	✓	✓		
	Microsoft Windows PC Protection	Implement complete disk-image and file backups of Microsoft Windows PCs, quick bare-metal recovery, granular recovery, recovery to dissimilar hardware recovery, data migration, and more.				✓				✓	
	Mac OS X Protection	Get complete disk-image and file backup for Mac computers, quick bare-metal recovery, easy granular recovery, dissimilar hardware recovery, migration, and more.				✓				✓	
	iOS Device Protection	Back up Apple iPhones, iPads and other iOS-based devices.	Included with Acronis Cloud Storage subscription license								
	Android Device Protection	Back up Android-based phones, tablets, and other mobile devices.	Included with Acronis Cloud Storage subscription license								
Safe	VMware vSphere Replication	Replicate entire VMs for quick disaster recovery in secondary locations. Includes failover, failback, sandbox testing, and WAN optimisation.		✓				✓			
	WAN Optimization	Reduce WAN traffic by eliminating duplicate blocks from being transferred over WAN during VMware vSphere VM replication.		✓				✓			
	Backup Encryption In-Flight and At-Rest	Provides a secure, strong, advanced encryption standard (AES) for backups in-flight and at-rest to enjoy complete peace of mind.	✓	✓	✓	✓	✓	✓	✓	✓	
	Password Protection	Irreversibly protect passwords to enhance privacy and avoid data loss.	✓	✓	✓	✓	✓	✓	✓	✓	
	Email Notifications	Get notices about backup operations in your mailbox.	✓	✓	✓	✓	✓	✓	✓	✓	
	Centralized Alerting	Receive flexible and customisable alerts for the major events in the Acronis Backup 12 infrastructure and constantly stay informed.	✓	✓	✓	✓	✓	✓	✓	✓	
	Reliable Acronis Cloud Storage Data Centres	Store backups in Tier-IV designed, secure, and safe data centres and enjoy complete peace of mind.	Included with Acronis Cloud Storage subscription license								
	Certified Acronis Cloud Storage Data Centres	Acronis Cloud Storage Data Centres are certified according to SSAE16, ISAE 3402, PCI DSS, ISO9001 and ISO27001 to ensure compliance.	Included with Acronis Cloud Storage subscription license								
Built-in Backup Replication	Automatically copy backups to secondary locations to implement a resilient data protection strategy.	✓	✓	✓	✓	✓	✓	✓	✓		

Feature Group	Feature	Description	Subscription				Perpetual			
			Server	Virtual Host	Essentials	Workstation	Server	Virtual Host	Essentials	Workstation
Fast	Zero Installation of the Cloud Console	The Cloud Console does not require any on-premise installation, which helps you quickly roll out the solution and reduce costs.	✓	✓	✓	✓				
	Quick Web Console	Effortlessly access the agile Web Console from any device, even from your tablet.	✓	✓	✓	✓	✓	✓	✓	✓
	Rapid Agent Installation	Quickly install agents on the protected workloads with a few easy clicks.	✓	✓	✓	✓	✓	✓	✓	✓
	Intuitive Interface	Spend no time achieving data protection goals with an easy-to-use web interface.	✓	✓	✓	✓	✓	✓	✓	✓
	Quickest Backups	Disk imaging ensures the world's fastest backup of your entire system.	✓	✓	✓	✓	✓	✓	✓	✓
	Ultra-fast Incremental Backups	Back up only the differences since the last backup with fast incremental backup on cloud and physical workloads; leverage CBT on virtual systems for lightning-fast results.	✓	✓	✓	✓	✓	✓	✓	✓
	VMware Backup with SAN Snapshots	Use the full power of SAN with enabling backups to utilise SAN snapshots. Just use VAAI-enabled SAN – no add-ons or extra configuration needed.		✓				✓		
	Acronis Instant Restore™	Achieve amazing RTOs of 15 seconds or less by starting any physical or virtual Windows or Linux system backup – directly from backup storage – as a VMware or Hyper-V VM. No moving of data required.	✓	✓	✓	✓	✓	✓	✓	✓
	vmFlashback	Quickly restore VMware or Hyper-V VMs by leveraging changed block tracking (CBT) and recovering only the data changed since the last backup.		✓				✓		
Reliable	Acronis Universal Restore	Recover system backups to any dissimilar hardware with proven Acronis Universal Restore.	✓	✓	✓	✓	✓	✓	✓	✓
	Patented Disk-imaging Technology	Enjoy time-tested technology, invented by Acronis, which creates reliable complete images of entire systems.	✓	✓	✓	✓	✓	✓	✓	✓
	Granular Recovery	Recover files, folders, databases, emails, and SharePoint documents, reducing IT workloads and improving productivity.	✓	✓	✓	✓	✓	✓	✓	✓
	Backup Validation	Verifies backup images by reading the entire file and comparing control checksums, providing additional resilience.	✓	✓	✓	✓	✓	✓	✓	✓
	Data Protection Trusted by Businesses	Enjoy data protection that is used by more than 500,000 businesses worldwide.	✓	✓	✓	✓	✓	✓	✓	✓
	Innovative Technologies	Acronis Backup 12 includes more than 100 patented features; offering the most innovative hybrid cloud data protection for the entire business.	✓	✓	✓	✓	✓	✓	✓	✓

Q: Does Acronis plan to add more features or platform support into Acronis Backup 12?

A: Yes, Acronis is working hard on expanding the feature set, platform support, and capabilities of Acronis Backup 12. New features and platforms are planned for every update of Acronis Backup 12.

Q: What features are not yet available in Acronis Backup 12?

A: The following features are not yet available in Acronis Backup 12:

- Support of FTP/SFTP as a backup destination
- Ability to add machines from Active Directory or a text file
- Event-based scheduling and scheduling conditions
- Backup retention rules based on backup size and free space
- Backup staging based on clean-up rules
- Backup plan list
- Importing or exporting of backup plans to files
- Converting backups to VMs
- Manual disk/volume mapping and manual resizing on recovery
- Acronis Secure Zone activation
- Acronis Startup Recovery Manager
- Disaster recovery plan generation

Acronis is working hard to add all these features to Acronis Backup 12 and plans to have all of them implemented in either the released version or one of the follow-on updates.

Q: How can I get not-for-resale (NFR) keys for Acronis Backup 12?

A: As always, NFR keys are available to all registered partners on the [Acronis Partner Portal](#).

Upgrades

Acronis Backup 11.7/11.5

Q: How do customers with Acronis Backup 11.7/11.5 get upgrade licenses?

A: If a customer has an Acronis Backup 11.7 perpetual license with [active maintenance](#), or a subscription license, they will receive an upgrade to Acronis Backup 12 as part of their maintenance/subscription benefits via the [My Account](#) section of the Acronis website. If a customer's maintenance or subscription has expired, you can provide the customer with the renewal license. You can find more details on the [Acronis Partner Portal](#).

Q: How do customers upgrade their systems from Acronis Backup 11.7/11.5 to Acronis Backup 12?

A: Once a customer has the Acronis Backup 12 license, they can simply install the Acronis Backup 12 Agent on top of existing Acronis Backup 11.7/11.5 installation. All the configuration and backup schedules will remain operational, and all the backups created with version 11.7/11.5 will be fully supported. More details can be found in the [Online Documentation](#).

Q: Acronis Backup 12 perpetual licenses are different from Acronis Backup 11.7 licenses. What are the upgrade paths?

A: The Acronis Backup 12 licensing scheme is streamlined to serve a broader set of use cases. Here are the upgrade paths (applicable to version 11.5 as well):

Acronis Backup 11.7 Perpetual License	Acronis Backup 12 License
Acronis Backup for Windows Server (v11.7)	Acronis Backup 12 Server License
Acronis Backup for Linux Server (v11.7)	Acronis Backup 12 Server License
Acronis Backup for VMware (v9)	Acronis Backup 12 Virtual Host License*
Acronis Backup for Windows Server Essentials (v11.7)	Acronis Backup 12 Windows Server Essentials License**
Acronis Backup for PC (v11.7)	Acronis Backup 12 Workstation License

* Acronis Backup for VMware is licensed per CPU socket, while Acronis Backup 12 Virtual Host is licensed per physical host. As part of the maintenance benefit, the customer will automatically receive one Acronis Backup 12 Virtual Host License for each two licenses of Acronis Backup for VMware. However, if a customer uses single-CPU hosts, and the number of new licenses is not sufficient to protect the previously licensed environment, you can contact Acronis Partner Support to receive and provide the customer with additional licenses and compensate for the shortfall.

** Acronis Backup for Windows Server Essentials (v11.7) includes advanced features, such as tape support and storage deduplication, which are not available in Acronis Backup 12. Acronis is working hard to incorporate all the advanced features into the Acronis Backup product line. Upon the release of Acronis Backup Advanced 12, Acronis Backup Windows Server Essentials customers will get access to these features. Meanwhile, these customers can choose to either continue using Acronis Backup 11.7 or upgrade to Acronis Backup 12.

Q: Acronis Backup 12 subscription licenses are very similar to Acronis Backup 11.7 subscription licenses. Is there anything in the upgrade paths that partners should know?

A: Acronis Backup 11.7 subscription licenses were designed to support future upgrades to Acronis Backup 12. Here are the paths:

Previous name	New name
Acronis Backup for Server Subscription, 1 Year *	Acronis Backup Server Subscription License, 1 Year
Acronis Backup for Server Subscription, 2 Year *	Acronis Backup Server Subscription License, 2 Year
Acronis Backup for Server Subscription, 3 Year *	Acronis Backup Server Subscription License, 3 Year
Acronis Backup for workstation Subscription, 1 Year	Acronis Backup Workstation Subscription License, 1 Year
Acronis Backup for workstation Subscription, 2 Year	Acronis Backup Workstation Subscription License, 2 Year
Acronis Backup for workstation Subscription, 3 Year	Acronis Backup Workstation Subscription License, 3 Year

* Acronis Backup for Server Subscription includes virtual host support. However, a Virtual Host License is required for Acronis Backup 12. If a customer has previously protected virtual hosts with Acronis Backup for Server Subscription, you can contact Acronis Partner Support to receive and provide the customer with Acronis Backup Virtual Host Subscription Licenses instead.

Acronis Backup 11.7/11.5

Q: Do customers with Acronis Backup to Cloud need to upgrade to Acronis Cloud Storage?

A: All customers with Acronis Backup to Cloud will continue to have access to Acronis Cloud in accordance with the licenses and subscriptions they have. Changes will only apply when their subscriptions expire and are due for renewal. More details are available in the [Renewal Section of this FAQ](#).

Q: Is there any technical upgrade required for Acronis Cloud Storage?

A: No, customers will have access to the same capacity of Acronis Cloud Storage as before. All the previous backups are still available. However, if a customer wants to recover the backups using Acronis Backup 12, the backups need to be converted to the new format. More details can be found in the [Online Documentation](#).

Q: Does Acronis Backup to Cloud remain available for purchase?

A: No, only Acronis Cloud Storage Subscription Licenses are available. However, some of the Acronis Backup to Cloud SKUs will continue to be available for renewal, in the event where there is no exact offering that matches the Acronis Cloud Storage Subscription License model. More details are available in the [Renewal Section of this FAQ](#).

Acronis Backup Service

Q: How does the release of Acronis Backup 12 affect Acronis Backup Service?

A: Acronis Backup Service is now a part of Acronis Backup 12. All Acronis Backup Service customers will be automatically upgraded to Acronis Backup 12 in accordance with their existing subscriptions. Once upgraded, Acronis Backup 12 will continue to protect all of the systems that Acronis Backup Service had been protecting, and customers will have access to the same capacity of cloud storage.

Q: Do customers with Acronis Backup Service need to buy upgrade licenses?

A: No. All customers with Acronis Backup Service will continue to have access to all the functionality in accordance with the licenses and subscriptions they currently have. Changes will only apply when their subscriptions expire and are due for renewal. More details are available in the [Renewal Section of this FAQ](#).

Q: How do customers upgrade their systems from Acronis Backup Service to Acronis Backup 12?

A: Acronis Backup Service and Acronis Backup 12 are based on the same Acronis Hybrid Cloud Architecture. Customers will receive an automatic upgrade for their cloud console and administration infrastructure. The agents will require updating in accordance with the standard agent update procedure as described in the [documentation](#). All the configuration and backup schedules will remain operational, and all the backups created with Acronis Backup Service will be fully supported. More details can be found in the [Online Documentation](#).

Acronis Backup & Recovery 11/10, Acronis vmProtect 8.0

Q: How do customers with Acronis Backup & Recovery 11/10 and/or Acronis vmProtect 8.0 receive upgrade licenses?

A: If a customer has an [active maintenance](#), they will receive an upgrade to Acronis Backup 12 as part of the maintenance benefits via the [My Account](#) section of the Acronis website. If a customer's maintenance has expired, they will need to purchase an upgrade license. You can find more details on the [Acronis Partner Portal](#).

Q: How do customers upgrade their systems from Acronis Backup & Recovery 11/10 and/or Acronis vmProtect 8.0 to Acronis Backup 12?

A: Customers need to uninstall Acronis Backup & Recovery 11/10 and Acronis vmProtect 8.0 components and install Acronis Backup 12. All the configuration and backup schedules need to be recreated. This allows customers to enable and leverage the advanced features of the new version. The backups created with Acronis Backup & Recovery 11/10 and/or Acronis vmProtect 8.0 can be recovered, but no incremental/differential backups can be performed. More details can be found in the [Online Documentation](#).

Q: Acronis Backup 12 perpetual licenses are different from Acronis Backup & Recovery 10 licenses. What are the upgrade paths?

A: The Acronis Backup 12 licensing scheme is streamlined to serve a broader set of use cases. Here are the upgrade paths:

Acronis Backup & Recovery license	Acronis Backup 12 License
Acronis Backup & Recovery 10/11 Server for Windows	Acronis Backup 12 Server License
Acronis Backup & Recovery 10/11 Server for Linux	Acronis Backup 12 Server License
Acronis vmProtect 8.0	Acronis Backup 12 Virtual Host License*
Acronis Backup & Recovery 10/11 Advanced Server SBS Edition	Acronis Backup 12 Windows Server Essentials License**
Acronis Backup & Recovery 10/11 Workstation	Acronis Backup 12 Workstation License
Acronis Backup & Recovery 10/11 Universal Restore	No upgrade necessary – the feature is included with the licenses listed above

* Acronis vmProtect 8.0 was licensed per CPU socket while Acronis Backup 12 Virtual Host is licensed per physical host. For the upgrade, customers must purchase the right number of licenses to protect the total number of virtual hosts they protected with Acronis vmProtect 8.0.

** Acronis Backup & Recovery Advanced Server SBS Edition includes advanced features, such as tape support and storage deduplication. However, these are not available in Acronis Backup 12. Acronis is working hard to include all the advanced features into the Acronis Backup product line. Upon the release of Acronis Backup Advanced 12, Acronis Backup Windows Server Essentials customers will have access to these features. Meanwhile these customers can choose to continue using the previous version or upgrade to Acronis Backup 12.

Acronis True Image Echo, 9.1, 8.0, Acronis vmProtect 7.0, 6.0

Q: How do customers with Acronis True Image Echo, 9.1, and 8.0, and Acronis vmProtect 7.0/6.0 get upgrade licenses?

A: If a customer has [active maintenance](#), they will receive an upgrade to Acronis Backup 12 as part of the maintenance benefits via the [My Account](#) section of the Acronis website. If a customer's maintenance has expired, customers must purchase an upgrade license. You can find more details on the [Acronis Partner Portal](#).

Q: How do customers upgrade Acronis True Image Echo, 9.1, and 8.0, and Acronis vmProtect 7.0 and 6.0 to Acronis Backup 12?

A: Customers need to uninstall Acronis True Image Echo, 9.1, 8.0, or Acronis vmProtect 7.0/6.0, and install Acronis Backup 12. All the configuration and backup schedules need to be recreated so that customers can enable and leverage the advanced features of the new version. The backups created using Acronis True Image Echo, 9.1, 8.0, or Acronis vmProtect 7.0/6.0 are not supported by Acronis Backup 12. More details can be found in the [Online Documentation](#).

Q: Acronis Backup 12 perpetual licenses are different from Acronis True Image Echo, 9.1 and 8.0. What are the upgrade paths?

A: The Acronis Backup 12 licensing scheme is streamlined to serve a broader set of use cases. There are no direct upgrade paths from Acronis True Image Echo, 9.1, 8.0, or Acronis vmProtect 7.0/6.0. However, in general, all the servers and PCs protected by the older versions can be upgraded to the relevant Acronis Backup 12 licenses. Please contact Acronis Customer Service, your Acronis Distributor, or Partner Account Manager for more details.

Acronis Backup Advanced

Q: Does the release of Acronis Backup 12 affect customers with Acronis Backup Advanced?

A: No, Acronis Backup 12 does not affect the Acronis Backup Advanced customers. Acronis Backup Advanced 11.7 remains available for purchase.

Q: If a customer has an Acronis Backup Advanced 11.7 license, can they use Acronis Backup 12?

A: Yes. If customer has an [active maintenance](#) contract or a valid subscription license for Acronis Backup Advanced 11.7, they will get rights to use Acronis Backup 12 on the previously licensed systems. Note that some features of Acronis Backup Advanced, such as support of tape backup and deduplication, are not available in Acronis Backup 12. For this reason, customers can opt to continue using Acronis Backup Advanced 11.7. Note, both versions cannot be used on the same machine at the same time. Customers must contact Acronis Customer Service to receive the Acronis Backup 12 licenses described above.

Q: With the release of Acronis Backup 12, will Acronis Backup Advanced 11.7 continue to be available?

A: Yes, Acronis Backup Advanced 11.7 is still available for purchase. If customers require advanced features, such as tape, autoloader, and tape library support; deduplication; reporting; or support of Citrix XenServer, Red Hat Enterprise Virtualization, Linux KVM, or Oracle VM Server, they should purchase an Acronis Backup Advanced 11.7 license. Purchasing Acronis Backup Advanced 11.7 will still allow customers to use Acronis Backup 12, as well as receive an upgrade to Acronis Backup Advanced 12 when it becomes available, as part of their maintenance or subscription benefits. In addition, if a customer already uses Acronis Backup Advanced 11.7 to protect their infrastructure and needs to protect more systems or hosts, they can purchase additional licenses of Acronis Backup Advanced 11.7 and expand their protection without the need to reconfigure the backup infrastructure.

Q: When do you plan to release Acronis Backup Advanced 12?

A: Acronis is working hard to implement all the advanced features into the Acronis Backup product line and will provide more details about the release date of Acronis Backup Advanced 12 later in the year.

Maintenance and Subscription Renewals

Acronis Backup 11.7/11.5

Q: My customer has an Acronis Backup 11.7/11.5 perpetual license and their maintenance is still active. Is there anything they should do with the maintenance?

A: No, the Acronis Backup maintenance is not version-specific and continues to apply. No changes to maintenance are required and the customer will receive an upgrade to Acronis Backup 12 as part of the maintenance benefits via the [My Account](#) section of Acronis website.

Q: My customer has an Acronis Backup 11.7/11.5 subscription. Is there anything they should do with the licenses?

A: No, the Acronis Backup subscription is not version-specific, and continues to apply. No changes to the subscription are required, and the customer will receive an upgrade to Acronis Backup 12 as part of the subscription benefits via the [My Account](#) section of Acronis website. Note that the Acronis Backup for Server Subscription includes support of virtual hosts, while a Virtual Host License is required for Acronis Backup 12. If a customer has previously protected their virtual hosts with Acronis Backup for Server Subscription Licenses, you can contact Acronis Partner Support, request and provide customer with Acronis Backup Virtual Host Subscription Licenses instead.

Q: My customer has an Acronis Backup 11.7/11.5 perpetual license and their maintenance is about to expire. What should be done?

A: You need to provide the customer with the maintenance renewal, so they can enjoy the benefits of upgrading to Acronis Backup 12. The maintenance will transition to the new naming convention in the same way as the perpetual licenses shown below:

Acronis Backup 11.7 Perpetual License	Acronis Backup 12 License
Acronis Backup for Windows Server (v11.7)	Acronis Backup 12 Server License
Acronis Backup for Linux Server (v11.7)	Acronis Backup 12 Server License
Acronis Backup for VMware (v9)	Acronis Backup 12 Virtual Host License
Acronis Backup for Windows Server Essentials (v11.7)	Acronis Backup 12 Windows Server Essentials License
Acronis Backup for PC (v11.7)	Acronis Backup 12 Workstation License

Q: My customer has an Acronis Backup 11.7/11.5 perpetual license and their maintenance has expired, or they never purchased maintenance. What should be done?

A: Like with renewal, reinstating or procuring an upgrade license will depend on multiple factors, including the time passed since the maintenance expired. Please contact your Distributor, Partner Account Manager, or consult the Maintenance Renewal Policy available on the [Acronis website](#) for more details.

Acronis Backup to Cloud

Q: My customer has an Acronis Backup to Cloud subscription. Is there anything they should do?

A: No, all customers with Acronis Backup to Cloud will continue to have access to the Acronis Cloud in accordance with the licenses and subscriptions they have. Changes will only apply when their subscriptions expire and are due for renewal.

Q: My customer has Acronis Backup for AnyServer to Cloud and the subscription is about to expire. What is the renewal procedure?

A: Here are the renewal paths for Acronis Backup for AnyServer to Cloud licenses:

Acronis Backup for AnyServer to Cloud	Acronis Cloud Storage Subscription License
Acronis Backup for AnyServer to Cloud 500 GB	Acronis Cloud Storage Subscription License 500 GB
Acronis Backup for AnyServer to Cloud 1 TB	Acronis Cloud Storage Subscription License 1 TB
Acronis Backup for AnyServer to Cloud 1,5 TB	The renewal SKU remains unchanged
Acronis Backup for AnyServer to Cloud 2 TB	Acronis Cloud Storage Subscription License 2 TB
Acronis Backup for AnyServer to Cloud 4 TB	Acronis Cloud Storage Subscription License 4 TB
Acronis Backup for AnyServer to Cloud 6 TB	The renewal SKU remains unchanged
Acronis Backup for AnyServer to Cloud 8 TB	The renewal SKU remains unchanged
Acronis Backup for AnyServer to Cloud 12 TB	The renewal SKU remains unchanged

Note that some of the upgrade paths do not have a corresponding Acronis Cloud Storage Subscription License. In these cases, the original SKU remains available for renewal but not for a new purchase.

Q: My customer has Acronis Backup for VMware to Cloud and the subscription is about to expire. What is the renewal procedure?

A: Here are the renewal paths for Acronis Backup for VMware to Cloud licenses:

Acronis Backup for VMware to Cloud	Acronis Cloud Storage Subscription License
Acronis Backup for VMware to Cloud 500 GB	Acronis Cloud Storage Subscription License 500 GB
Acronis Backup for VMware to Cloud 1 TB	Acronis Cloud Storage Subscription License 1 TB
Acronis Backup for VMware to Cloud 1.5 TB	The renewal SKU remains unchanged
Acronis Backup for VMware to Cloud 2 TB	Acronis Cloud Storage Subscription License 2 TB
Acronis Backup for VMware to Cloud 4 TB	Acronis Cloud Storage Subscription License 4 TB
Acronis Backup for VMware to Cloud 6 TB	The renewal SKU remains unchanged
Acronis Backup for VMware to Cloud 8 TB	The renewal SKU remains unchanged
Acronis Backup for VMware to Cloud 12 TB	The renewal SKU remains unchanged

Note that some of the upgrade paths do not have a corresponding Acronis Cloud Storage Subscription License. In these cases, the original SKU remains available for renewal but not for a new purchase.

Q: My customer has Acronis Backup for PC to Cloud and the subscription is about to expire. What is the renewal procedure?

A: Here are the renewal paths for Acronis Backup for PC to Cloud licenses:

Acronis Backup for PC to Cloud	Acronis Cloud Storage Subscription License
Acronis Backup for PC to Cloud 1 TB	Acronis Cloud Storage Subscription License 1 TB
Acronis Backup for PC to Cloud 2 TB	Acronis Cloud Storage Subscription License 2 TB
Acronis Backup for PC to Cloud 4 TB	Acronis Cloud Storage Subscription License 4 TB
Acronis Backup for PC to Cloud 8 TB	The renewal SKU remains unchanged
Acronis Backup for PC to Cloud Unlimited	Acronis Backup Workstation Subscription License and Acronis Cloud Storage Subscription License 250 GB

Note that some of the upgrade paths do not have a corresponding Acronis Cloud Storage Subscription License. In these cases, the original SKU remains available for renewal but not for a new purchase.

Q: My customer has Acronis Backup to Cloud (Volume Subscription) and it is about to expire. What is the renewal procedure?

A: Here are the renewal paths for Acronis Backup to Cloud, Volume Subscription licenses:

Acronis Backup to Cloud, Volume Subscription	Acronis Cloud Storage Subscription License
Acronis Backup to Cloud, Volume Subscription 500 GB	Acronis Cloud Storage Subscription License 500 GB
Acronis Backup to Cloud, Volume Subscription 1 TB	Acronis Cloud Storage Subscription License 1 TB
Acronis Backup to Cloud, Volume Subscription 1.5 TB	The renewal SKU remains unchanged
Acronis Backup to Cloud, Volume Subscription 2 TB	Acronis Cloud Storage Subscription License 2 TB
Acronis Backup to Cloud, Volume Subscription 3 TB	Acronis Cloud Storage Subscription License 3 TB
Acronis Backup to Cloud, Volume Subscription 4 TB	Acronis Cloud Storage Subscription License 4 TB
Acronis Backup to Cloud, Volume Subscription 5 TB	Acronis Cloud Storage Subscription License 5 TB
Acronis Backup to Cloud, Volume Subscription 6 TB	The renewal SKU remains unchanged
Acronis Backup to Cloud, Volume Subscription 7 TB	The renewal SKU remains unchanged
Acronis Backup to Cloud, Volume Subscription 8 TB	The renewal SKU remains unchanged
Acronis Backup to Cloud, Volume Subscription 9 TB	The renewal SKU remains unchanged
Acronis Backup to Cloud, Volume Subscription 10 TB	The renewal SKU remains unchanged
Acronis Backup to Cloud, Volume Subscription 11 TB	The renewal SKU remains unchanged
Acronis Backup to Cloud, Volume Subscription 12 TB	The renewal SKU remains unchanged
Acronis Backup to Cloud, Volume Subscription 13 TB	The renewal SKU remains unchanged
Acronis Backup to Cloud, Volume Subscription 14 TB	The renewal SKU remains unchanged
Acronis Backup to Cloud, Volume Subscription 15 TB	The renewal SKU remains unchanged

Note that some of the upgrade paths do not have a corresponding Acronis Cloud Storage Subscription License. In these cases, the original SKU remains available for renewal but not for a new purchase.

Acronis Backup Service

Q: My customer has an Acronis Backup Service subscription. Is there anything they should do?

A: No, all Acronis Backup Service customers will continue using the service in accordance with the licenses and subscriptions they have. Changes will only apply when their subscriptions expire and are due for renewal.

Q: My customer has Acronis Backup Service and the subscription is about to expire. What is the renewal procedure?

A: Here are the renewal paths for Acronis Backup Service licenses:

Acronis Backup Service License	Acronis Backup 12 License
Acronis Backup Service – Starter Pack – Server	1x Acronis Backup Virtual Host Subscription License and 1x Acronis Cloud Storage Subscription License 500 GB
Acronis Backup Service – Starter Pack – Workstation	3x Acronis Backup Workstation Subscription License and 1x Acronis Cloud Storage Subscription 250 GB
Acronis Backup Service – Devices – Server 1x	1x Acronis Backup Server Subscription License
Acronis Backup Service – Devices – Virtual Machine 1x	1x Acronis Backup Virtual Host Subscription License
Acronis Backup Service – Devices – Workstation 5x	5x Acronis Backup Workstation Subscription License
Acronis Backup Service – Cloud Storage – 250GB	Acronis Cloud Storage Subscription License 250 GB
Acronis Backup Service – Cloud Storage – 500GB	Acronis Cloud Storage Subscription License 500 GB
Acronis Backup Service – Cloud Storage – 1000GB	Acronis Cloud Storage Subscription License 1 TB
Acronis Backup Service – Cloud Storage – 5000GB	Acronis Cloud Storage Subscription License 5 TB

Upsell Opportunities

Q: My customer had Acronis Backup 11.7 and upgraded to Acronis Backup 12. What upsell opportunities are available to me, as a partner?

A: Acronis Backup 12 supports more platforms and scenarios than Acronis Backup 11.7. Here are upsell opportunities you can explore:

Upsell Opportunity	Description	Recommended License
Microsoft Azure	Many customers do not back up their Microsoft Azure VMs, mistakenly assuming that the cloud vendor automatically backs it up. With Acronis Backup, customers can protect all their data, even in the cloud with groundbreaking image and file backup of workloads in Microsoft Azure VMs, dissimilar hardware recovery, application-aware backup, and other Azure-specific features.	Acronis Backup Server Subscription License
Amazon EC2	Many customers do not back up their Amazon EC Instances, mistakenly assuming that the cloud vendor automatically backs it up. With Acronis Backup 12, customers can protect all their data, even in the cloud with groundbreaking image and file backup of workloads in Amazon EC2 instances, dissimilar hardware recovery, application-aware backup, and other EC2-specific features.	Acronis Backup Server Subscription License
Microsoft Hyper-V	With Acronis Backup 12, customers can protect their virtual infrastructure with best-in-class agentless and agent-based backup of VMs and hosts, application-aware backup, built-in changed-blocked-tracking (CBT), dependable recovery to dissimilar hardware, Acronis Instant Restore, and other Hyper-V-specific features.	Acronis Backup Virtual Host Subscription License
Microsoft Exchange	With Acronis Backup 12, customers can protect their critical email and collaboration systems with application-aware agent-based and agentless backup of Microsoft Exchange; recovery of entire servers, databases or individual mailboxes and emails; log truncation; and other Exchange-specific functions.	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License
Microsoft SQL Server	With Acronis Backup 12, customers can protect their critical production database servers with an application-aware agent-based and agentless backup of Microsoft SQL Server; recovery of entire servers and individual databases; log truncation; and other SQL-specific functions.	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License
Microsoft SharePoint	With Acronis Backup 12, customers can protect their critical collaboration and documentation system with an application-aware agent-based and agentless backup of Microsoft SharePoint; recovery of entire servers, databases or individual documents; database log truncation; and other SharePoint-specific functions.	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License
Microsoft Active Directory	With Acronis Backup 12, customers can protect their critical authentication and authorisation system with an Active-directory-aware backup of physical/virtual domain controllers, authoritative and non-authoritative restore, USN rollback prevention, and other Active-Directory-specific features.	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License
Mac Computers	With Acronis Backup 12, customers can protect all users, including top management and graphic design teams with a complete disk-image and file backup of Mac computers, quick bare-metal recovery, easy granular recovery, dissimilar hardware recovery, migration, and more.	Acronis Backup Workstation Subscription License
iOS Devices	With Acronis Backup 12, customers can protect their mobile workforce by backing up Apple iPhones, iPads, and other iOS-based devices to Acronis Cloud Storage.	Acronis Cloud Storage Subscription License
Android Devices	With Acronis Backup 12, customers can protect their mobile workforce by backing up Android-based phones, tablets, and other devices to Acronis Cloud Storage.	Acronis Cloud Storage Subscription License

Cross-sell Opportunities

Q: My Company resells hardware and other vendors' software and provides services. How does Acronis Backup 12 add value to my offerings?

A: Acronis Backup Solutions can add significant value and multiple types of offerings. Here are some examples:

	You are selling	Customer needs	Recommended License
Software	Windows Server 2016 / 2012 Essentials / Foundation	Complete, affordable data protection for a microbusiness	Acronis Backup Windows Server Essentials Subscription License
	Windows Server 2016 / 2012	Windows system and data protection	Acronis Backup Server Subscription License
	Linux	Linux system and data protection	Acronis Backup Server Subscription License
	Microsoft Windows 10, 8.1, 8 (Volume License)	End-point data and system protection	Acronis Backup Workstation Subscription License
	VMware vSphere	Entire virtual environment protection, P2V migration	Acronis Backup Virtual Host Subscription License
	Microsoft Hyper-V Server or Windows 2016/2012 (Hyper-V)	Entire virtual environment protection, P2V migration	Acronis Backup Virtual Host Subscription License
	Microsoft Exchange	Protection for entire email servers, databases, mailboxes	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License
	Microsoft SharePoint	Protection for entire SharePoint servers/farm, document restoration	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License
	Microsoft SQL Server	Protection for entire database servers and databases, log truncation	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License
	Any ERP, CRM, Database, BI	Protection for and quick recovery of entire app-servers	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License
	Antivirus / Security software	A complement to the customer's security portfolio; in the event of a breach, roll back to a previous system backup	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License
	Resource / Infra Monitoring	Protection of the entire infrastructure being monitored	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License
	Upgrades/Patch Management Software	Data and system protection by creating disk images before upgrading or installing patches	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License
Encryption Software	Data protection by creating secure copies of data with encryption that cannot be reversed	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License	

	You are selling	Customer needs	Recommended License
Hardware	New x86 Servers	System and data protection	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License
	Windows Laptops and Desktops	End-point data protection	Acronis Backup Workstation Subscription License
	Microsoft Surface Tablets	End-point data protection	Acronis Backup Workstation Subscription License
	Mac Computers	End-point data protection	Acronis Backup Workstation Subscription License
	Apple iPads, iPhones	Mobile device data protection	Acronis Backup Cloud Storage Subscription License
	Android Tablets, Phones	Mobile device data protection	Acronis Backup Cloud Storage Subscription License
Services	Consulting Services	Recommending complete data protection for the entire environment	All applicable
	Implementation Services	Protecting implementation phases and the final project, providing ongoing data protection	All applicable
	System Maintenance	System and data protection to recover damaged data, system roll back, data migration, system deployment	All applicable
	Collocation	Value-add service to protect collocated systems	All applicable
	Hosting	Value-add service to back up on-premise machines	All applicable
	Cloud Services	Complete backup solution for Service Providers	All applicable
	Upgrades/Patch Management Software	Data and system protection by creating disk images before upgrading or installing patches	Acronis Backup Server Subscription License or Acronis Backup Virtual Host Subscription License

Do not hesitate to contact your Distributor, Partner Account Manager, or Acronis Customer Service if you need to identify cross-sell opportunities specific to your business model.