Flash

The Acronis AnyData Engine Meets Any Data Management Challenge

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IN THIS FLASH

This IDC Flash evaluates the Acronis AnyData Engine and new company direction.

SITUATION OVERVIEW

The accelerated adoption of virtualization, cloud, and mobile-based initiatives are causing IT organizations to review and modernize their data protection architectures and processes. Companies today are grappling with protection, recovery, and secure access challenges brought on by their burgeoning virtual computing infrastructure and the need to protect endpoints outside their datacenters. Virtualization is driving customers to deploy or evaluate both public and private cloud initiatives. Many firms using traditional backup and recovery methodologies are not well equipped to adequately protect their burgeoning virtual environments and endpoints outside their datacenters. The primary considerations for customers using public cloud for data protection are ease of use, the ability to share data, and lower costs. Furthermore, those customers that have adopted a public cloud data protection solution believe it is lower cost than a solution deployed on their premises particularly with limited IT staff resources devoted to data protection and recovery.

In addition, customers are managing physical, virtual, and cloud infrastructure and processes to safeguard their data. However, many of the protection methodologies are still deeply rooted in legacy solutions and are not well suited for today's new challenges. Therefore, there are typically more than one data protection and recovery products coexisting to manage the various physical, virtual, cloud, and legacy applications. In addition, the role of the IT administrator has changed as well from generalist to specialist devoted to specific application areas. Acronis aims to provide customers a unique approach to help manage these complex challenges. Acronis' AnyData Engine is a new architectural approach that allows customers to deploy a solution optimized for their most important workloads that seamlessly expand to a total solution. It provides more flexibility by melding backup, bare metal restore, migration, and system deployment for any virtual or physical server or PC in Windows and Linux operating environments. More importantly, it does not matter where a customer's data resides – either on-premise, in the cloud, or in remote offices. The Acronis AnyData Engine is the underlying technology that powers the Acronis Backup, Acronis Backup Advanced, and Acronis Access solutions. It has taken years of technology development and innovation focused on capturing, storing, recovering, and providing access for secure sync and share of files. Acronis has made great strides in its efforts to efficiently protect any data in any environment across any location.

Key features of the Acronis AnyData Engine include:

- **A broad range of file systems support:** NTFS, ReFS, FAT16/32, Ext2/3/4, ReiserFS3, XFS, and JFS

- **Virtual environment support:** VMware, Hyper-V, XenServer, Red Hat Enterprise Virtualization/KVM, Oracle VM Server, and Parallels

- **Flexible physical and virtual migration:** Any to Any – V2V, V2P, P2V, and P2P

- **Wide application support:** Microsoft Exchange, SQL Server, SharePoint, and Active Directory

Acronis' core and enabling technologies include:

- **Unified backup format:** Algorithms designed to reduce storage, IO, and CPU cycles, enabling improved and more granular access to multiple versions of files, applications, and systems across applications, regardless of the way the backup was created

- **Single-pass block-level data management:** Eliminates the need for multiple agents while increasing speed and efficiency of backups

- **Active restore:** Allows an application to be started before a full restore is completed by tracking operating system I/O requests and restoring blocks when the OS requests them while continuing to recover the remaining blocks in the background

- **Universal restore:** Recovers an entire server or a PC in minutes with bare metal restore to dissimilar hardware

- **Disk and VM image capture:** Allows customers to capture all data providing them flexibility to perform full, incremental, or differential backups

- **vmFlashback:** Recovers a VM 100 times faster using CBT to recover only the blocks that have changed since the last backup

FUTURE OUTLOOK

The Acronis AnyData Engine allows customers the flexibility to capture their data through image, file, and/or single-pass backups; store their data to disk, tape, or cloud; and recover their data in a wide array of ways including instant restore, granular file-level recovery, or bare metal restore to the same or different hardware or to a number of VM formats. The Acronis AnyData Engine supports all of the prevailing virtualization solutions and Microsoft applications. A key differentiator for the Acronis AnyData Engine is centralized control and management of the entire environment. This allows customers to manage their virtual and physical environments more easily in a more intuitive manner. IT staff can save time and resources allocated to managing their protection and recovery processes. We expect Acronis will have very good success enticing its existing and new customers alike to embrace its products, based on the AnyData Engine, for their protection, recovery, and data management solutions. The Acronis AnyData Engine allows customers to enjoy a good measure of investment protection in their existing tools and infrastructure. We anticipate that Acronis products will be used alongside existing protection and recovery tools installed but will provide greater utility to customers looking to manage their data across many disparate data silos and application areas.

We believe that Acronis is very well positioned for future growth. In 2013, Serguei Beloussov, Acronis' cofounder and former executive chairman and president returned to run the company again. We give high marks to Beloussov, who is a competent, hands-on, and energetic leader and who brings a new vision to Acronis. In short order, Beloussov has consolidated product offerings, extended Acronis' solutions to service and cloud providers, presided over a geographic expansion, and brought more accountability in the business units. Beloussov has coalesced Acronis into newly organized business units to take advantage of adjacent and faster-growing market opportunities such as mobility and cloud while delivering new, simplified solutions for the company's traditional consumer and business customers. Acronis' success relies on the company's ability to execute crisply to deliver easy-to-use, manage, and maintain backup and disaster recovery tools that provide Acronis' customers with badly needed features. More importantly, Acronis is targeting strategic and fast-growing new markets such as secure access and sync and share. So far, it is off to a good start.

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