

# Acronis Advances Backup and Recovery Choice for VMWare vSphere Servers

Acronis, a leading provider of disaster recovery and data protection solutions for physical, virtual and cloud environments, today announced Acronis vmProtect™ 7, introducing new management options, VM replication and support for Exchange, to improve and accelerate backup and disaster recovery practices for VMware vSphere™ servers.

In addition to its intuitive web-based interface, Acronis vmProtect 7 now integrates seamlessly with VMware vCenter™, allowing administrators to use one console to manage all their tasks. It now offers advanced replication capability with failover and failback, and the ability to run a virtual machine directly from its backup, dramatically improving the times to recover. Even in the event of total server failure, bare metal recovery (BMR) allows an entire machine to be recovered to dissimilar hardware, significantly reducing downtime. With support for Microsoft Exchange objects, Acronis vmProtect 7 eliminates the need to create a separate Microsoft Exchange backup when searching for a specific email or lost contact.

With the adoption of virtual servers continuing to accelerate beyond the enterprise into small businesses at a predicted growth rate of 21%<sup>1</sup>, the automated Disaster Recovery Plan provides an easy to use step-by-step guide for anyone to confidently and quickly recover a machine, even remotely, following a system failure.

Karl Sice, General Manager – Pacific from Acronis, said: "Respondents to our global survey<sup>1</sup> admitted that they routinely take risks with their valuable data by not backing up their virtual machines as regularly as their physical ones. For some administrators backup and recovery is still too complex or difficult – it doesn't have to be. With AcronisvmProtect 7 we continue to deliver a solution that supports the priorities of the virtual server administrator by making the process intuitive and fast."

Still priced at A\$549 per CPU, and with unlimited P2V (physical to virtual) migrations, AcronisvmProtect 7 represents a fast, affordable backup, migration and disaster recovery solution for the expanding number of businesses moving to a VMwarevSphere environment. Customers who have purchased Acronis vmProtect 6 with maintenance are entitled to a free upgrade to Acronis vmProtect 7.

<sup>1</sup> Acronis Disaster Recovery Index, 2012. For a copy of the full report please visit:

[www.acronisinfo.com](http://www.acronisinfo.com)

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Additional Information:

Information available at <http://www.acronis.com.au/enterprise/products/vmprotect/> includes the following:

[Acronis vmProtect 7 data sheet](#) [Download a free 15-day trial](#) [About Acronis](#)

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 up to 14 languages. For additional information, please visit [www.acronis.com.au](http://www.acronis.com.au). Follow Acronis on Twitter:

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