

Competitive Summary: Carbonite vs. Acronis

The á la carte approach from Acronis can be extremely confusing and incredibly expensive for customers.

Unlike Carbonite's comprehensive plans, Acronis offers a separate license for every piece of infrastructure that needs to be protected. This, along with their additional fees for cloud storage, adds up to a big expense for Acronis' small-to-medium business (SMB) customers.

Carbonite offers a suite of affordable cloud backup solutions specifically made for small and medium-sized businesses without per-instance fees or per-license fees. Carbonite also includes cloud storage space in its plans, with the option to add more as a customer's business grows.

IT Situation

10 workstations; two virtualized servers (Hyper-V hypervisor) each having two VMs (one containing an SQL database and one containing an Exchange database) and both containing critical files and Microsoft applications; and one physical server that has an active directory database and file-level data. The total backup size for all is 1.5 TB.

Solution: Carbonite's Server Pro Bundle plan is the best choice for this situation, as it backs up an unlimited number of workstations and devices, and includes 500 GB of cloud storage (with the option to purchase more).

Key Takeaways

- Due to Acronis' license-per-machine model, they are prohibitively expensive.
- Cloud storage is included in Carbonite plans. Acronis requires their customers to purchase cloud storage for an additional fee, making it difficult for the customers to easily scale their backup solution as their business grows.
- Carbonite solutions are easier to understand and implement, and are built for the small-to-medium business (SMB) market. Carbonite keeps SMBs running by protecting their data locally and in the cloud – at a price they can afford.

IT Situation: Carbonite vs. Acronis Comparison Table

Solution	SUPPORTED DEVICES					FEATURES	INCLUDED IN PLAN		Base Cost	Additional Storage	Total Cost IT Situation
	Workstations	File Servers	NAS Devices	Databases & Live Apps	Hyper-V Environments		Unlimited Devices	Cloud Storage			
Carbonite Server Pro Bundle	●	●	●	●	●	●	●	500 GB (Included)	\$999⁹⁹	\$999⁹⁰ (for 1 TB)	\$1,999⁸⁹ per yr.
Acronis Backup Advanced	\$1,190 (10 licenses)	\$1,799 (1 Server)	Add'l Fee per Device	\$5,697 (3 Databases)	\$3,998 (2 Hyper-V Servers)	●	Not Applicable	\$1,299 (for 1.5 TB)	Not Applicable	Not Applicable	\$13,983 per yr.