

The background features several overlapping, translucent blue geometric shapes, primarily squares and rectangles, with rounded corners. One prominent square in the upper left contains a glowing white letter 'A'. Another square to its right has a 3D, faceted blue arrow pointing towards the top right. The shapes are arranged in a way that creates a sense of depth and movement, with some appearing to float above others. The overall color palette is various shades of blue, from light sky blue to deep navy blue, with a bright white glow emanating from the 'A' logo.

Acronis

Acronis Global Renewals Handbook

Acronis

Global Renewals

Handbook

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Purpose of this document

The purpose of this document is to communicate Acronis' corporate subscription and perpetual products global renewals policy to our customers and channel partners.

This policy covers:

- Renewal pricing depending on the Acronis license type.
- Renewal expiration email notification process on Acronis corporate perpetual and subscription products.
- Purchase information: information relating to the ordering and purchasing of renewals.
- Reinstating maintenance: process to reinstate lapsed maintenance.
- Renewal maintenance compliance obligations: customer compliance with regard to maintenance.

This policy applies to:

- Acronis corporate subscription products
- Acronis corporate perpetual products

This policy does not apply to:

- Acronis home (consumer) software perpetual and subscription licenses
- Acronis original equipment manufacturing (OEM) software licenses
- Acronis business critical services (BCS) offerings
- NFR licenses (not for resale)
- Acronis Cyber Protect Cloud



Benefits of renewals:

As a cyber protection software provider, protection is central to our philosophy, and we believe renewing your maintenance is key to helping us to protect you — your investment, your business and your future.

Renewing maintenance for your corporate licenses enables you to:



Resolve issues quickly and efficiently by working with our world-class **multitier technical support engineers 24/7**.



Support in eight languages (English, German, French, Italian, Portuguese, Japanese, Korean and Turkish).



Free upgrades and updates. Keep your product up to date and improve productivity by utilizing the latest technology based on monthly releases of updated features.



Renew your maintenance and get a dedicated **Acronis Account Manager** (available to eligible accounts only).



Access to your Acronis account to manage service requests, download new product releases.



Free cloud storage* with active maintenance.

*For subscription licenses: [Check your storage availability](#).

Reinstating lapsed software maintenance

Customers with expired software renewals automatically lose all entitlement to maintenance benefits, including:

- Validity of the products link to subscription licenses.
- Acronis maintenance benefits such as version upgrades / fixes / updates at no cost; technical support — customers will no longer be able to seek assistance for technical support cases; free cloud storage; personal Acronis account manager; administrative assistance to license inventory management.
- Possible fees and other financial penalties because your IT solution is not up to date. And your solution can't be updated unless you renew your maintenance contract.
- Newly released applications and software will not be supported anymore.

How to renew your license

Subscription renewal policy

- When a customer purchases a corporate subscription product, they receive a license that is active for a set period of time. The benefits of maintenance are active for the duration of the license. And after a license expires, it loses all functionality except data restoration.
- Corporate subscription product renewal is completed via a separate SKU and renews a license for a specified number of years, starting from the license expiration date.
- If the quantity of licenses is increased (in case of acquisition of additional licenses), the expiration date for the expanded subscription takes into account the number of days remaining and the capacity of the current subscription. This rule applies to all subscriptions of one type. For further details, please reach out to your Acronis account manager for a case-by-case explanation.
- If the quantity of licenses is decreased, the customer should reach out to technical support in order to apply these changes **before applying the renewal**.

Available only with Acronis subscriptions:

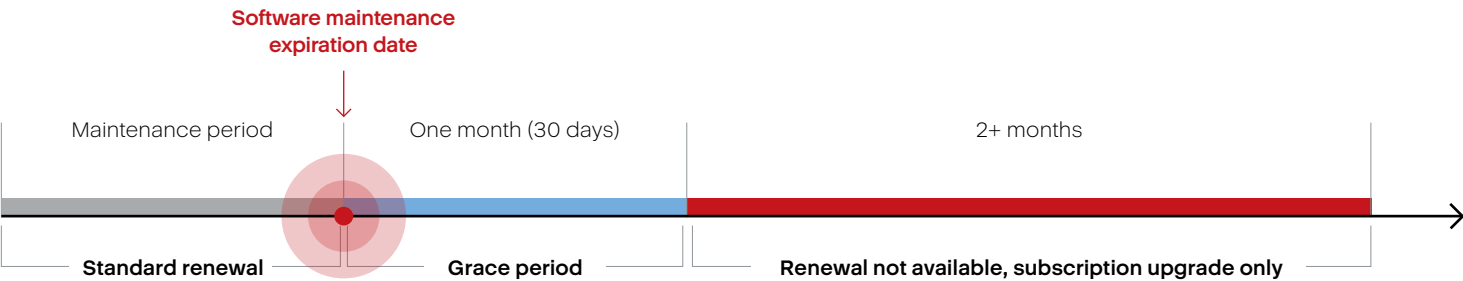
- Cloud-to-cloud backups of Office 365.
- Cyber protection updates. Free upgrades and fixes are automatically applied in the solution.
- Free cloud storage included with Acronis Cyber Protect and Acronis Cyber Backup.
- OPEX model (investment form based on operational expenditures).



Acronis global renewal policy

Term	Definition	Validity date
Standard renewal	12-month period or more. Maintenance is renewed starting from the expiration date. There is a 30-day grace period to renew your maintenance without incurring an additional reinstatement fee (20%).	Maintenance is renewed starting from the expiration date.
Co-terming / consolidation	May be more or less than 365 days. Calculated pro rata based on the number of renewal days required to consolidate multiple maintenances (can be used in conjunction with multiyear renewal).	From new invoicing date / original expiration date.
Reinstated maintenance	Maintenance renewal completed 30 days after the expiration date will incur a 20% reinstatement fee calculated on the full MSRP renewal price.	From original expiration date.

Cycle for perpetual maintenance:



Cycle for subscription licenses:



*Subscription Renewals must be purchased with Subscription Renewal SKU within the timeframe of up to 30 days after expiration.

Renewal pricing overview

Acronis software product renewal pricing is determined according to the customer's contract, and / or participation in a specific Acronis pricing program:

Pricing program	Description
Acronis Customer Program	A subscription support and maintenance program designed to provide a unique and flexible array of support services.
Acronis Academic and Government Program	Price band available to central and local governments, educational and nonprofit organizations.

Renewing Acronis software: Maintenance and compliance obligations

Customer compliance obligations relating to Acronis software products and maintenance:

- Maintenance is purchased on a per-license basis (perpetual or subscription license type).
- The maintenance license quantity should always equal the quantity of software product licenses used (exception: new license plus multiple maintenance periods in one purchase order).
- Maintenance must match the appropriate software product license type (perpetual or subscription).
- Subscription renewals must be purchased using a Subscription Renewal SKU within 30 days after the subscription expires.
- With early renewal of maintenance, the start date will be the day after the original maintenance expiration date as mentioned in the license certificate.

More info can be found in the [End User License Agreement \(EULA\)](#).

NOTE:

- For purchase orders placed via an Acronis channel partner, pricing is agreed to between the channel partner and the end user.
- Acronis is entitled to change renewal pricing at its discretion, unless otherwise agreed to contractually. Please check EULA.
- The refund policy for corporate products is 30 days from the purchase date.
- A replacement purchase order (PO) is also required. Exceptions may be considered in specific cases and should be discussed with the Partner and the Acronis Account Manager. Please contact your Acronis reseller or distributor first regarding your request. They will then follow the Acronis RMA process.



Renewals auto email notification process

Acronis informs customers about their Acronis software maintenance expiration through email notifications.

Acronis sends out auto email notifications to end customers (the recipient can be adjusted per request from customer or partner) 90, 60, 30 and 15 days before, as well as on the day of maintenance expiration, and 15 and 29 days after expiration.

Each auto email notification sent to a customer / partner will contain:

- Acronis account number (AAN)
- Product name
- Quantity of licenses
- Renewal reference number (renewal ID)
- Product SKU
- Expiration dates

NOTE:

If at any point during this email notification cadence the customer renews their maintenance / support, the reminder auto email notifications will cease only after renewal of maintenance / support has been invoiced.



Acronis channel partner information

Partners are entitled through the Acronis partnership program to sell Acronis maintenance renewals. To obtain more information about the Acronis Partner Program and how to become an Acronis partner, please visit acronis.com/en-us/partners/index.html

VISIT

Acronis provides great visibility into the renewal process. Each Acronis customer with a valid maintenance contract has access to a dedicated Acronis account manager to receive needed support with renewals.

Channel partner responsibilities:

1. Partners should contact their perpetual customers directly during the 90-day period before their customers' maintenance terms expire.
2. Partners should contact their subscription customers directly during the 180-day period before their customers' maintenance terms expire.
3. Acronis reserves the right to contact customers either directly or indirectly to arrange for their maintenance renewals to be processed.

To contact our partners located closest to you, please visit the Acronis partner locator:

acronis.com/en-us/partners/locator/

VISIT

Contacting renewals maintenance team

Form for contacting your Acronis account manager:

Acronis
Contact Renewals team
 Renew your Acronis subscription

For Acronis Cyber Protect and other business products
 Complete the form on the right to renew your maintenance contract and to keep access to Acronis Account for managing service requests, downloading updates, and getting support. Enjoy continued technical support, fixed pricing, and free upgrade notifications, maximizing your Acronis Cyber Protect license.

For Acronis True Image and other home products
 Renew your Acronis True Image subscription (formerly Acronis Cyber Protect Home Office) to protect your digital life effortlessly. Simply follow a few easy steps—no need to fill out the form unless you require additional help. [Learn how to quickly renew your subscription.](#)

Quick links
[Renewals Handbook](#)
[Support Portal](#)
[Knowledge Base](#)
[Renew your Acronis True Image subscription](#)

Complete this form to ensure the right team member can contact you
 STEP 1 OF 2
 Select product group Contact Information

☐ **Business products**
 Acronis Cyber Protect, Snap Deploy, Add-ons like Cloud Storage, M365 licenses and other

☐ **Home products**
 Acronis True Image, formerly Acronis Cyber Protect Home Office

☐ **Other**
 All other Acronis products

Next

Protected by reCAPTCHA. Google Privacy Policy and Terms of Service apply.

Complete this form to ensure the right team member can contact you
 STEP 2 OF 2
 Select product group Contact Information

Name Last Name

Company name

Contact Email

Product Registration / Acronis Account Email

Phone Country/Region Spain

Previous Invoice # / Certificate # / License Key

Message

☐ I agree to the Acronis Terms of Service and Privacy Statement

Submit

Back

Protected by reCAPTCHA. Google Privacy Policy and Terms of Service apply.

www.acronis.com/en-us/renewals/ or send an email to renewals@acronis.com

Useful links and FAQ:

About products:

[Acronis Cyber Protect licensing](#)

[Licensing and upgrade / downgrade FAQ](#)

[Acronis Cyber Protect comparison table \(16 vs 17\)](#)

[Acronis Cyber Protect comparison table \(ATI vs ACP\)](#)

[How to download an installation file](#)

[Installation of the latest update of an Acronis product](#)

[Checking the build of the product I use](#)

[EULA](#)

Accessing Acronis support resources:

[Knowledge Base](#)

[Web-based user guide](#)

Support FAQ:

[How to contact support](#)

[What happens to my support request AND How can I refer to my previous call](#)

[Contacting Support via website](#)

[Managing tickets in the new support portal](#)

Acronis customer portal:

[What is an Acronis account and how to create one](#)

[How to register a product](#)

[How to register a maintenance / subscription renewal](#)

[How to move perpetual license](#)

[How to download a free product upgrade](#)

[How to increase quota](#)

About Acronis

Acronis is a global cyber protection company delivering the only natively integrated cybersecurity, data protection, and infrastructure management platform for managed service providers and IT departments. Acronis solutions are designed to identify, protect, detect, respond, recover and govern IT deployments, ensuring data integrity and business continuity.

A Swiss company founded in Singapore in 2003, Acronis has 15 offices worldwide and employees in 60+ countries. Acronis Cyber Platform is available in 26 languages in 150 countries and is used by over 21,000 service providers to protect over 750,000 businesses.