



Macrium Product & Licensing Overview

Understanding the Macrium Portfolio

Macrium Software

What Macrium helps customer do

Backup & Recovery

Protect systems and recover quickly
when something goes wrong

OS Deployment

systems Deploy standardized
Windows images across

Grounded in 20 years of system imaging expertise

Our product portfolio

Backup, recovery and deployment across complex Windows environments



Backup and Recovery

Reflect X

Backup and recovery for individual workstations and servers



SiteBackup

Centralized, scalable backup and recovery across multiple systems



Reflect LTSC
Macrium Software

Stable, long-term recovery for long-life Windows system



Technician's License

Portable backup and recovery tools for field and service teams



OS Deployment



SiteDeploy
Macrium Software

Centralized image deployment at scale



Deployment Kit

Portable deployment tools for technicians

Capabilities across the portfolio

Reliable & Proven System Imaging

Advanced imaging capabilities designed to create dependable backups and standardized deployment images

Fast, Efficient Recovery & Deployment

Restore entire systems quickly when something goes wrong, or deploy standardized images efficiently across multiple systems.

Broad Windows & Hardware Support

Support modern, legacy, embedded and mixed Windows environments

Works in Connected, Offline & Air-Gapped Environments

Operate across connected, offline and air-gapped environments

► How to find the right solution

- What is the customer trying to do — protect and recover systems, or deploy them?
- Are they managing one or a few systems, or many?
- Are those systems connected or isolated?
- Do they need centralized management, or a technician-led approach?



Macrium Backup and Recovery Solutions

Understanding the Macrium Portfolio

Macrium Software

Customer usually fall into 4 backup and recovery situations

1 | Individually managed systems

They need to protect one or a small number of workstations or servers.

Reflect X

2 | Long-life or validated systems

They need stable backup and recovery for embedded, regulated, offline or low-change environments.

Reflect LTSC

3 | Centrally managed environments

They need visibility, policy, reporting and recovery across multiple connected systems.

SiteBackup

4 | Technician-led recovery

They need portable backup and recovery for field service, repair or support workflows.

Technician's License

Macrium Reflect X

Fast, reliable backup and recovery for individually managed Windows workstations and servers

Best fit for

- ✓ One or a small number of systems
- ✓ Locally managed or decentralized environments
- ✓ Customers who want to manage backups individually per machine

Why customers choose it

01. Full-system imaging and recovery
02. Simple, per-machine approach, no network dependencies
03. Fast recovery with Rapid Delta Restore
04. Flexible recovery options
 - a. Granular file and folder recovery
 - b. Rescue media and bare-metal recovery
 - c. Recovery to same or dissimilar hardware

Licensing

- ✓ Available on Annual Plan only
 - 1, 3 or 5 Years
 - Includes Business Support
- ✓ Licenced per-device for
 - Workstation
 - Server

Macrium Reflect LTSC

Stable backup and recovery for long-life, low-change Windows systems

Best fit for

- ✓ Embedded or OEM systems
- ✓ Validated or regulated environments
- ✓ Offline or air-gapped systems
- ✓ Systems expected to remain deployed for years

Why customers choose it

01. Stable solution with minimal change over time
02. Reduced validation and maintenance overhead
03. Predictable behaviour across long deployments
04. Works fully offline and on-premise, including activation
05. Broad legacy Windows support

Licensing

- ✓ One Time purchase/ perpetual licensing, including 3 years security + bug fix updates
- ✓ Licenced per-device. LTSC 24 available for
 - Workstation
 - Server
 - Server Plus
- ✓ Business support available
- ✓ Volume/OEM licensing options available on request

SiteBackup

Centralized control and visibility for backup and recovery across multiple Windows systems

Best fit for

- ✓ Multiple systems or sites
- ✓ Connected environments needing central control
- ✓ Customers who need reporting, alerting and policy-based management
- ✓ Remote recovery use cases, with the ability to provide local control

Why customers choose it

01. Central visibility and oversight
02. Lower admin overhead with remote agent deployment, updates, scheduling and management through the central control.
03. Fast, reliable recovery across distributed systems
 - a. Remote recovery from central console
 - b. Driver harvesting for reliable recovery
 - c. Recovery from any scenario

Licensing

- ✓ Available as
 - Annual Plan (1,3 or 5 years) - includes Business Support
 - Perpetual (one-time purchase) option - includes 3 years of updates and fixes (support available)
- ✓ Licensed per SiteBackup Seat/protected workload
 - Workstation
 - Server
 - Virtual Server

Technician's License

Portable USB-based backup and recovery for field and service teams

Best fit for

- ✓ Field service teams
- ✓ Break/fix and repair workflows
- ✓ IT support teams working across many machines
- ✓ For systems that may not tolerate software installations

Why customers choose it

01. Backup and restore directly from portable media without taking Windows systems offline
02. Bootable USB/ISO rescue media
03. Works even when Windows will not boot
04. One technician can support many target systems

Licensing

- ✓ Annual Plan only (1,3 and 5 years)
- ✓ Licensed per technician: one technician can use it across unlimited target systems.

▶ If the customer says....

- “We manage each machine individually” → [Reflect X](#)
- “This system needs to stay stable for years” → [Reflect LTSC](#)
- “We need central visibility and control” → [SiteBackup](#)
- “Our engineers need a portable recovery tool” → [Technician's License](#)



Macrium OS Deployment Solutions

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Macrium Software

OS Deployments: two customer situations

Centralized OS deployment at scale

Customers need to deploy standardized Windows images across many networked systems.

SiteDeploy

Technicians-led OS deployment

Customers need a portable way to manually deploy or reimage systems.

Deployment Kit

SiteDeploy

Centralized Windows image deployment across multiple systems at scale

Best fit for

- ✓ IT teams managing fleets of Windows PCs or servers
- ✓ Repeatable deployment across multiple systems or sites
- ✓ Typically used in labs, classrooms, operational environments
- ✓ System builders

Why customers choose it

01. Deploy standardized images across multiple systems simultaneously.
02. Reduce manual provision and setup across large estates.
03. Manage deployments remotely across the network.
04. Maintain and reuse known-good golden images.
05. Automated deployment workflows

Licensing

- ✓ Annual Plan
- ✓ Licensed in sets of 50 endpoints
- ✓ Unlimited deployments to each unique endpoint per year

Deployment Kit

Portable Windows image deployment for technician-led rollouts

Best fit for

- ✓ Small or technician-led rollouts
- ✓ Field deployment
- ✓ One-to-one or manual deployment workflows
- ✓ Offline or air-gapped target environments

Why customers choose it

01. Portable deployment from USB
02. No target software installation required
03. Bare-metal deployment
04. Works after media creation in offline environments
05. Useful where centralized deployment infrastructure is unnecessary

Licensing

- ✓ One license supports five technicians performing unlimited deployments

▶ If the customer says....

- “We need to deploy images remotely across many systems” → [SiteDeploy](#)
- “We need a portable deployment tool for technicians” → [Deployment Kit](#)



Thank you!



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