BackupAssist 101

Introduction to BackupAssist
Presented by Linus Chang, Lead Developer of BackupAssist

Today's agenda

- **Part One**: Introduction to BackupAssist

- **Part Two**: Technology overview

- **Part Three**: Putting it all together

Now:

Part One: Introduction to BackupAssist

- What's different about BackupAssist?

- How does BackupAssist benefit you?

- How does it benefit your organisation?

Still to come:

Part Two: Technology overview

Part Three: Putting it all together

Part One: Introduction to BackupAssist

A backup software solution with 3 major differences:

Difference #1
Specially designed for small to medium businesses, so that it's easy to use, set-up and manage.

Difference #2
Builds upon existing backup standards and technologies that never go out of date, so your data can <u>always</u> be easily accessed.

Difference #3
It provides many different types of data protection in one package, so you have everything you need in one place.

BackupAssist™
Windows® Backup Made Easy!

Part One: Introduction to BackupAssist

Designed to be so easy that almost <u>anyone</u> can use it!

BackupAssist™
Windows® Backup Made Easy!

Part One: Introduction to BackupAssist

It gives you all the features you need to **make it easy**.

- ☐ Wizards designed to minimize the number of steps and guide you through them.

- ☐ Media rotation strategies built-in for all storage devices.

- ☐ Reminder emails to reduce human error.

- ☐ Report emails.

- ☐ 24 hour technical support online or over the phone.

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Part One: Introduction to BackupAssist

Designed to make **you** the hero!

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Part One: Introduction to BackupAssist

Reliable.

- ☐ Easy restore operations and wizards.
- ☐ Perform full restore operations in minutes.
- ☐ Never lose more than half a day's work.
- ☐ Restore from 100 days ago (or as long as you choose).
- ☐ Restore individual emails and documents.
- ☐ Backup and restore remotely.
- ☐ Facilities to backup on site or off site.

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Part One: Introduction to BackupAssist

Price.

- ☐ It costs less than half the price of the "known" brands.
- ☐ Inexpensive upgrade program – product is always up-to-date.
- ☐ You only pay for what you need – no hidden extras.
- ☐ Free, unlimited technical support.

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Part One: Introduction to BackupAssist

Quality product.

- ☐ Utilizes the excellent technology already built-in to Windows software.

- ☐ Doesn't 'reinvent the wheel' – uses standard formats.

- ☐ Works hand-in-hand with Windows to simplify usage.

- ☐ Compensates for Windows 'operational' shortfalls.

Microsoft®

C E R T I F I E D

Partner

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What's different about BackupAssist?

How does BackupAssist benefit you?

How does it benefit your organization?

Restorability.

☐ Does not require you to store data in <u>obscure</u> proprietary formats.

☐ You can <u>always retrieve your data</u> using any Windows operating system.

☐ You <u>never have to pay</u> for support from the vendor.

☐ No special software required to retrieve data.

☐ Data will still be accessible <u>years</u> from now.

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What's different about BackupAssist?

How does BackupAssist benefit you?

How does it benefit your organization?

BackupAssist provides many types of data protection in one easy to use product.

The Complete Backup Toolkit for SMB

- Centralized Monitoring
- Drive Imaging
- File Replication
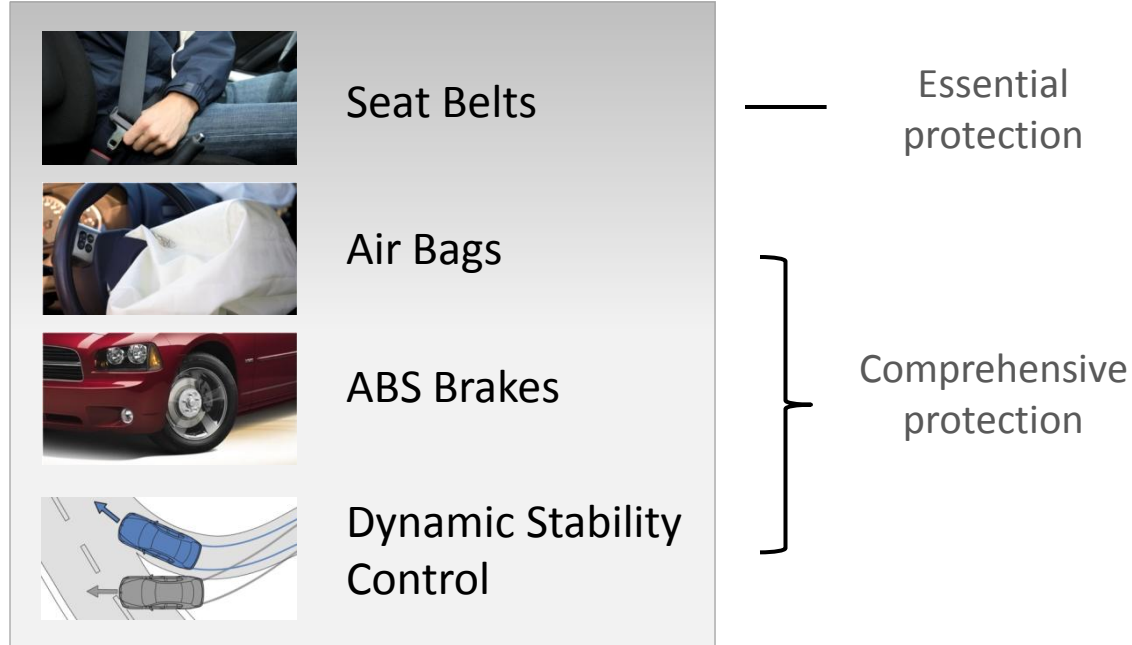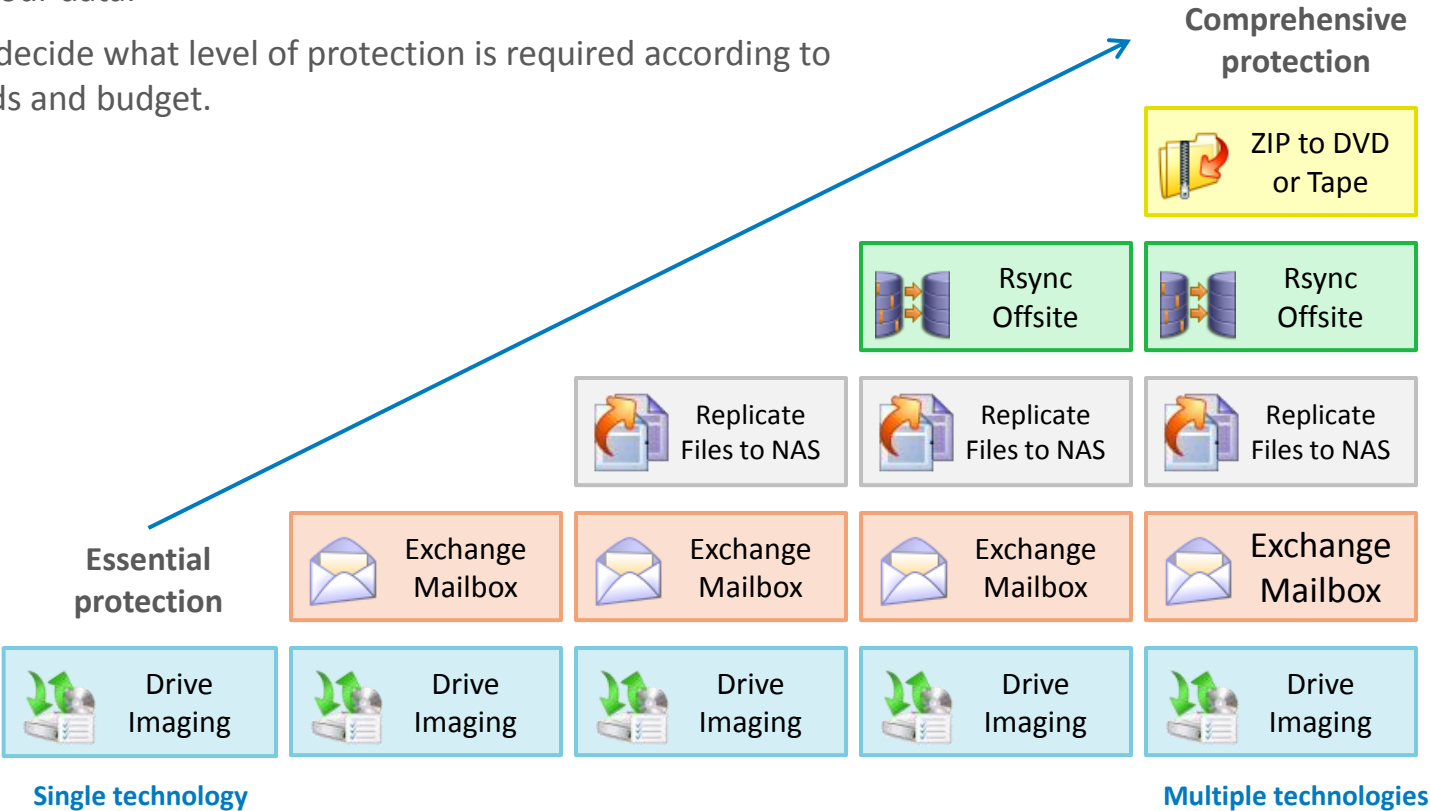- Internet Backup
- SQL and Exchange

Part One: Introduction to BackupAssist

Just like cars have multiple levels of safety features to protect you on the road...

Seat Belts — Essential protection

Air Bags

ABS Brakes — Comprehensive protection

Dynamic Stability Control

Part One: Introduction to BackupAssist

...BackupAssist's multiple technologies act as different levels of safety for your data.

You decide what level of protection is required according to needs and budget.

Comprehensive protection

		ZIP to DVD or Tape
	Rsync Offsite	Rsync Offsite
Replicate Files to NAS	Replicate Files to NAS	Replicate Files to NAS

Essential protection

Exchange Mailbox	Exchange Mailbox	Exchange Mailbox	**Exchange Mailbox**
Drive Imaging	Drive Imaging	Drive Imaging	Drive Imaging

Drive Imaging

Single technology

Multiple technologies

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Already covered:

Part One: Introduction to BackupAssist

Now:

Part Two: Technology overview

- Drive Imaging
- Exchange Mailbox
- File Replication

- ZIP64 Backup
- Rsync – Internet Backup
- SQL Server

- Hyper-V Backups

Still to come:

Part Three: Putting it all together

Part Two: Technology Overview

Drive Imaging – Server 2008 family.

☐ Image your entire server, or

☐ Image your System partition(s).

Key benefits of this technology:

1. Completely recover a server in under 30 minutes.

2. Restore to dissimilar hardware.

3. Restore individual files & apps.

Windows Server 2008
SBS 2008, EBS 2008,
or Hyper-V Server

For more information: http://www.backupassist.com/BackupAssist/tour_Imaging.html

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Part Two: Technology Overview

How it works

Incremental backups save space.

First backup:

Disk

| A | B | C | D | E | F | G | H |

v1

Backup

| A | B | C | D | E | F | G | H |
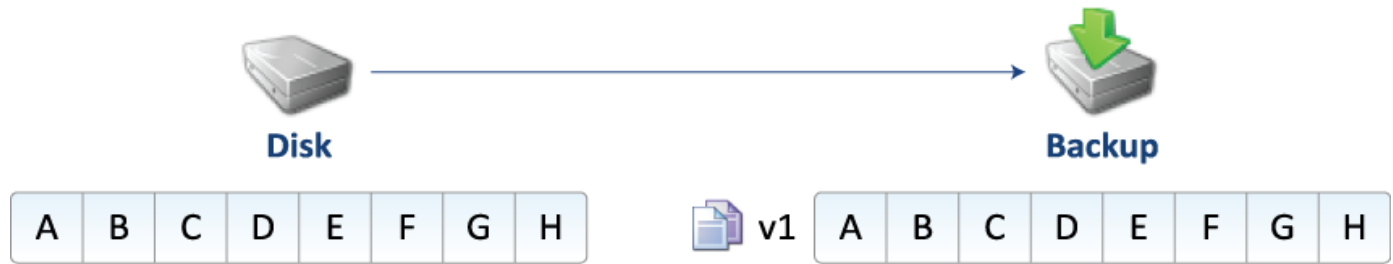
Monday's Backup

- No previous backups on this disk
- Full backup performed on Monday

Part Two: Technology Overview

Second backup (and so on):

Changes are backed up

| I | J | C | D | E | F | G | H |

v2 | I | J | C | D | E | F | G | H |

v1 | A | B |
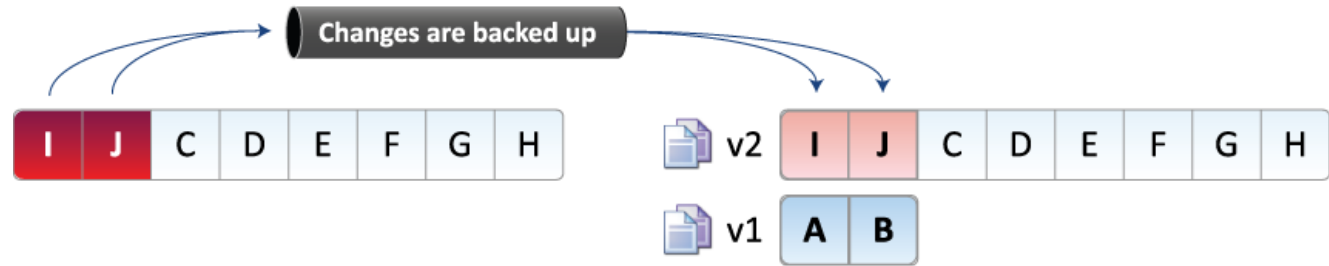
Tuesday's Backup

- Blocks I and J are modified
- Blocks I and J are transferred to form the new full backup for Tuesday
- Blocks A and B are stored as Monday's version

Part Two: Technology Overview

Example of Imaging setup.

Drive Imaging features included with BackupAssist license – USD $249.

Permanently connected
Intraday (e.g. 6am, 12am, 3pm, 6pm)

USB / eSATA

Daily 1

Daily 2

Weekly 1

USB / eSATA

Weekly 2

Swapped Daily
Nightly (e.g. 9pm)

Physical Server
BackupAssist™
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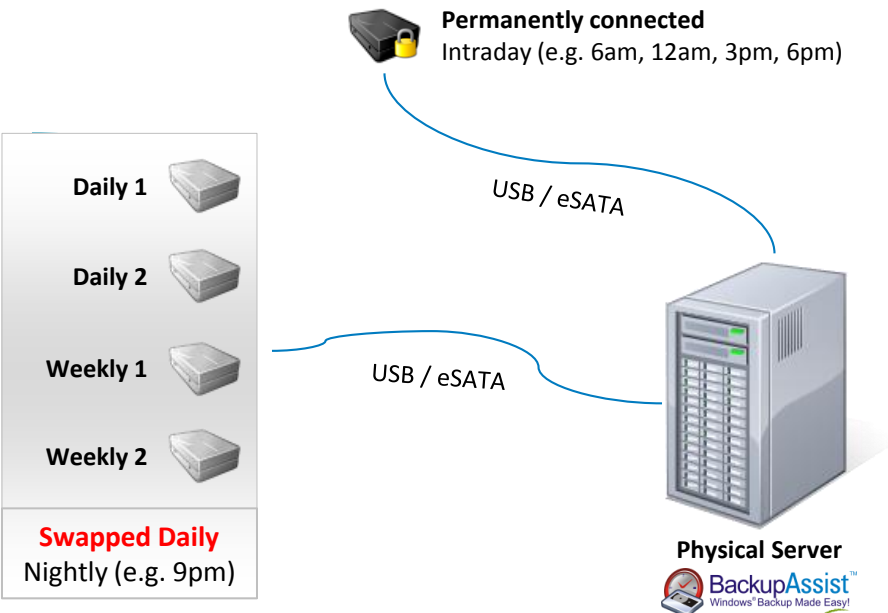
💲 Price Indicator (USD)

Software:
• BackupAssist $249

Hardware:
• 4x removable HDD $120
• 1x external HDD $120

Total: $849

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Part Two: Technology Overview

Exchange Mailbox Backups.

Taking user mailboxes to PST file:

Exchange Server
2003 or 2007

Jack.pst

Jill.pst

Joan.pst

John.pst
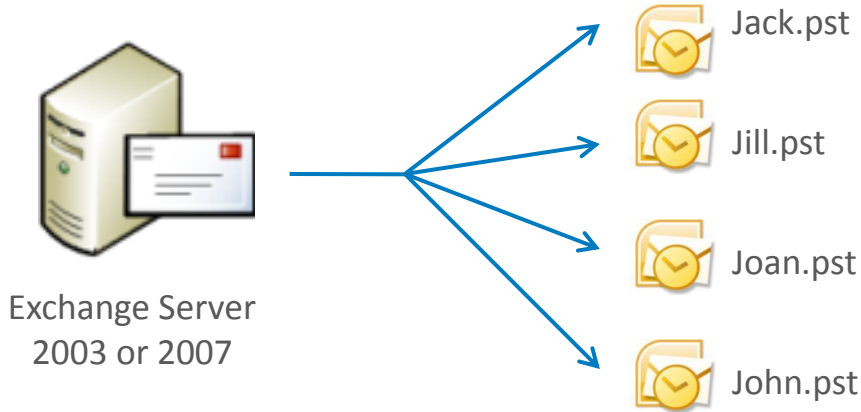
Key benefits of this technology:

1. Recover specific mail, contact, calendar and note items easily.

2. Combine with Journaling to keep permanent email records.

For more information: http://www.backupassist.com/BackupAssist/tour_Exchange.html

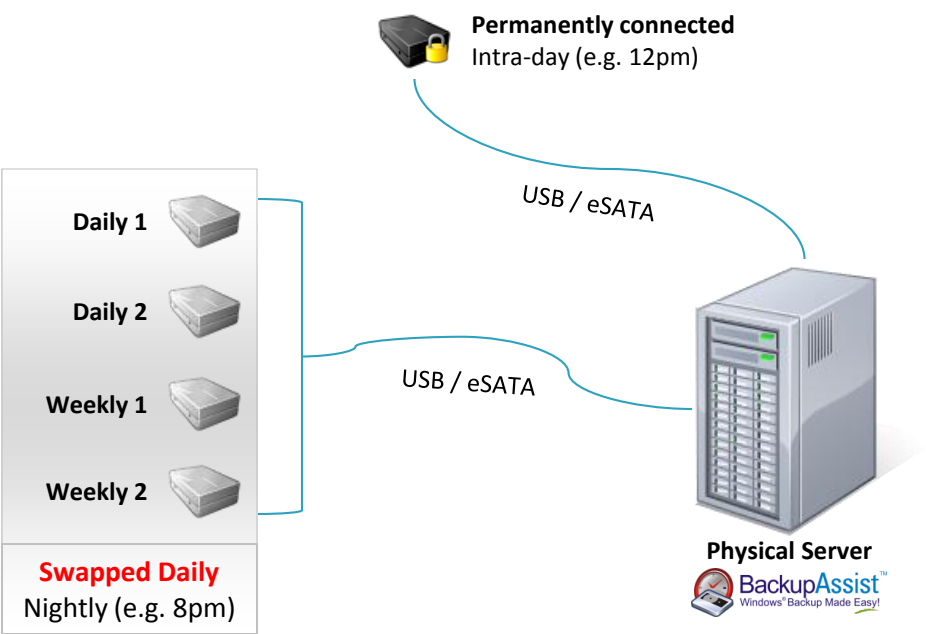BackupAssist™
Windows® Backup Made Easy!

Part Two: Technology Overview

Example of Exchange Mailbox setup.

Exchange Mailbox features included with BackupAssist Exchange Mailbox Add-on – USD $129.

Permanently connected
Intra-day (e.g. 12pm)

USB / eSATA

USB / eSATA

Daily 1

Daily 2

Weekly 1

Weekly 2

Swapped Daily
Nightly (e.g. 8pm)

Physical Server

💲 **Price Indicator (USD)**

Software:
- BackupAssist $249
- Exchange Mailbox $129

Hardware:
- 4x removable HDD $120
- 1x external HDD $120

Total: **$978**

Drive Imaging

Exchange Mailbox

File Replication

Internet Backup

ZIP

SQL Server

Hyper-V

File Replication

- ☐ Exact file copying from "A" to "B"

- ☐ VSS support

Key benefit of this technology:

1. Protect data on your file system, with massive amounts of backup history.

For more information: http://www.backupassist.com/BackupAssist/tour_FileReplication.html

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Drive Imaging

Exchange Mailbox

File Replication

Internet Backup

ZIP

SQL Server

Hyper-V

Mode 2 – Backup with history

The result is a series of mirrors, one each time the backup is run. Each mirror is self-contained & the single instance store works totally transparently!
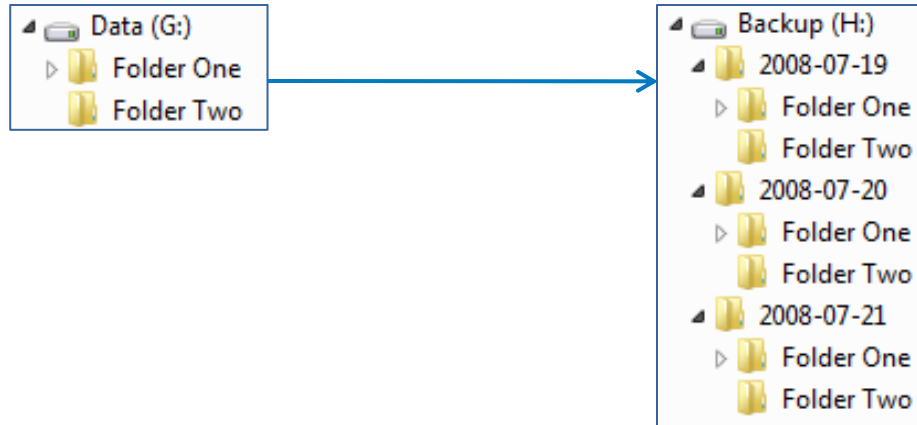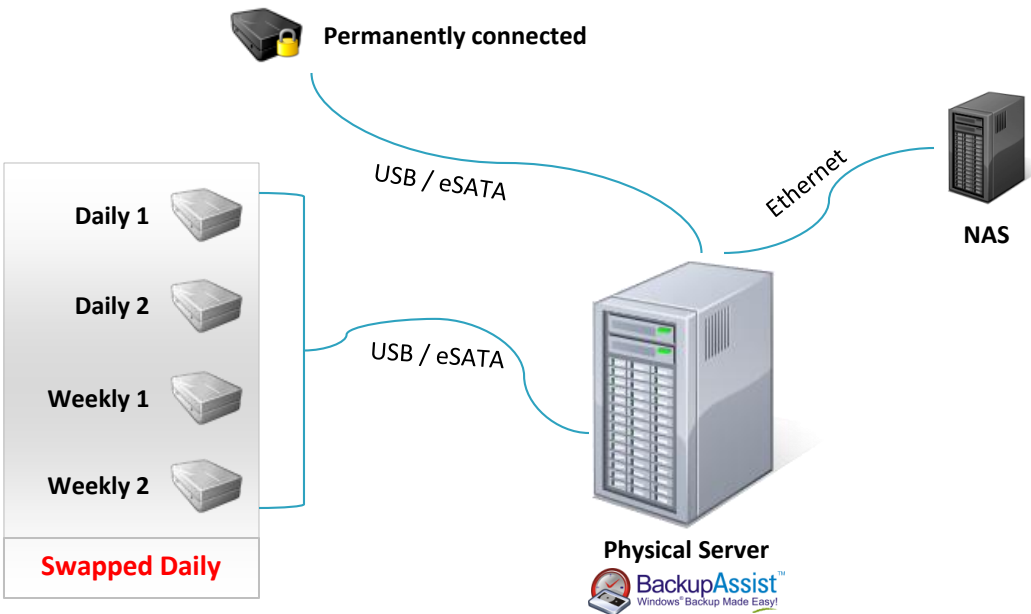
Drive Imaging

Exchange Mailbox

File Replication

Internet Backup

ZIP

SQL Server

Hyper-V

Example of File Replication setup.

File Replication features included with BackupAssist license – USD $249.

Permanently connected

USB / eSATA

Ethernet

NAS

Daily 1

Daily 2

Weekly 1

Weekly 2

USB / eSATA

Swapped Daily

Physical Server

BackupAssist™
Windows® Backup Made Easy!

Price Indicator (USD)

Software:
- BackupAssist $249
- Exchange Mailbox $129

Hardware:
- 4x removable HDD $120
- 1x external HDD $120
- 1x NAS / DAS $300

Total (inc GST): $ 1278

BackupAssist™
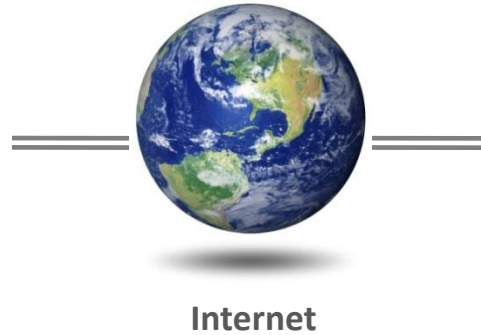Windows® Backup Made Easy!

Part Two: Technology Overview

Rsync engine

BackupAssist helps you send Rsync files & folders across the Internet in a bandwidth efficient way.

Key benefit of this technology:

1. Automatic offsite protection for file and data.

Internet

For more information: http://www.backupassist.com/BackupAssist/tour_Rsync.html

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Windows® Backup Made Easy!

Part Two: Technology Overview

Common challenges with Internet Backup:

Internet

Yet another piece
of software

*"More administrative overhead
and yet another vendor."*
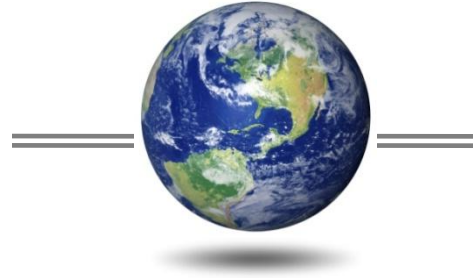
Slow connection and
too much data

*"Will my data fit through the
pipe?"*

Potentially expensive hosting
fees & vendor lock-in

*"I want flexibility choosing
where to host my data."*

BackupAssist addresses all of these issues!

Drive Imaging

Exchange Mailbox

File Replication

Internet Backup

ZIP

SQL Server

Hyper-V

What is Rsync?

- ☐ The most widely deployed, most widely used, bandwidth efficient, original file-based remote synchronization tool.

- ☐ Gives you options on where to host your data.

- ☐ Can replicate application databases offsite:

    - ☐ SQL databases

    - ☐ Exchange Info Store
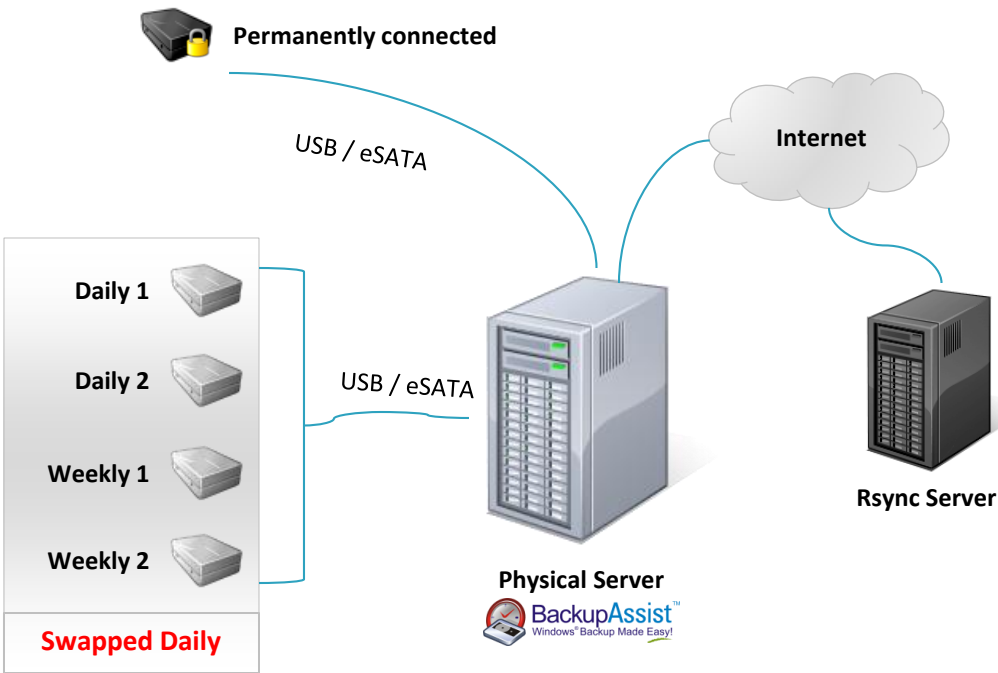
    - ☐ Mailbox PST files

    - ☐ Files & Folders.

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Drive Imaging

Exchange Mailbox

File Replication

Internet Backup

ZIP

SQL Server

Hyper-V

Example of Rsync Internet backup setup.

BackupAssist for Rsync licence – USD $129.

Permanently connected

Internet

USB / eSATA

USB / eSATA

Daily 1

Daily 2

Weekly 1

Weekly 2

Swapped Daily

Physical Server

Rsync Server

💲 Price Indicator (USD)

Software:
- BackupAssist $249
- Exchange Mailbox $129
- Rsync $129

Hardware:
- 4x removable HDD $120
- 1x external HDD $120
- 1x Rsync Host $560

Total (inc GST): $1667

Drive Imaging

Exchange Mailbox

File Replication

Internet Backup

ZIP

SQL Server
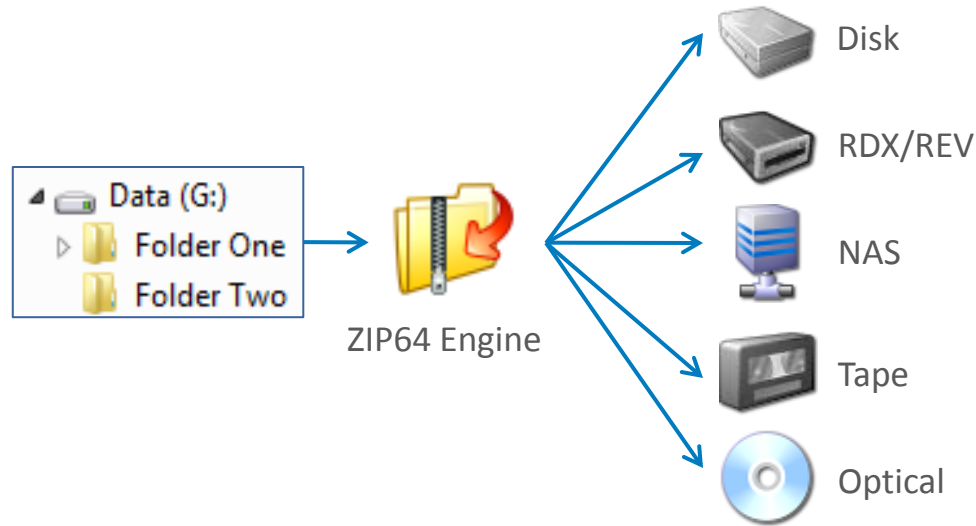
Hyper-V

ZIP64 Backup Engine.

ZIP files and folders:

Data (G:)
▷ Folder One
Folder Two

ZIP64 Engine

Disk

RDX/REV

NAS

Tape

Optical

Key benefits of this technology:

1. Simple file protection using the proven ZIP file format.

2. Compression + AES-256 encryption.

3. Tape drive capable with add-on.

For more information: http://www.backupassist.com/BackupAssist/tour_Zip.html

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Drive Imaging

Exchange Mailbox

File Replication

Internet Backup

ZIP

SQL Server

Hyper-V

Why ZIP64?

- ☐ The most widely deployed data storage format
- ☐ Compression and AES-256 encryption
- ☐ Ubiquitous restore
- ☐ ZIP & Burn your Exchange / SQL Databases
- ☐ ZIP to USB Flash Drive – daily data backup
- ☐ Burn files to disc on weekly basis.

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Part Two: Technology Overview

Drive Imaging

Exchange Mailbox

File Replication

Internet Backup

ZIP

SQL Server

Hyper-V

Tape Drive Backups on Server 2008.

Zip-to-tape drive support for Server 2008:

☐ Maintain existing hardware investments

☐ Good supplementary backup to your daily drive imaging.
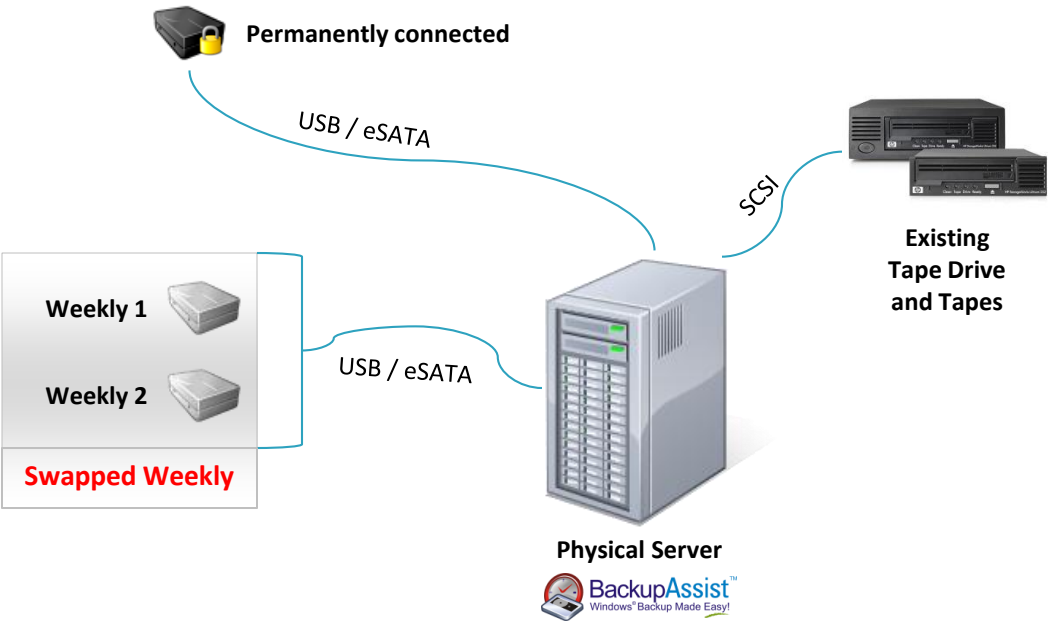
Part Two: Technology Overview

Example of Tape Drive backup setup on Server 2008

BackupAssist Zip-To-Tape Add-on – USD $129.

Permanently connected

USB / eSATA

SCSI

Weekly 1

Weekly 2

Swapped Weekly

USB / eSATA

Physical Server

Existing Tape Drive and Tapes

💲 Price Indicator (USD)

Software:

• BackupAssist	$249
• Exchange Mailbox	$129
• Zip-to-Tape	$129

Hardware:

• 2x removable HDD	$120
• 1x external HDD	$120
• Existing tape drive	$0

Total (inc GST): $867

Drive Imaging

Exchange Mailbox

File Replication

Internet Backup

ZIP

SQL Server

Hyper-V

SQL Backup Engine

☐ Backup unlimited numbers of local or remote SQL servers

☐ Daily or near continuous protection

☐ Full daily backups

☐ 15 minute transaction log backups.

Key benefit of this technology:

1. Easy backup and recovery of SQL databases.

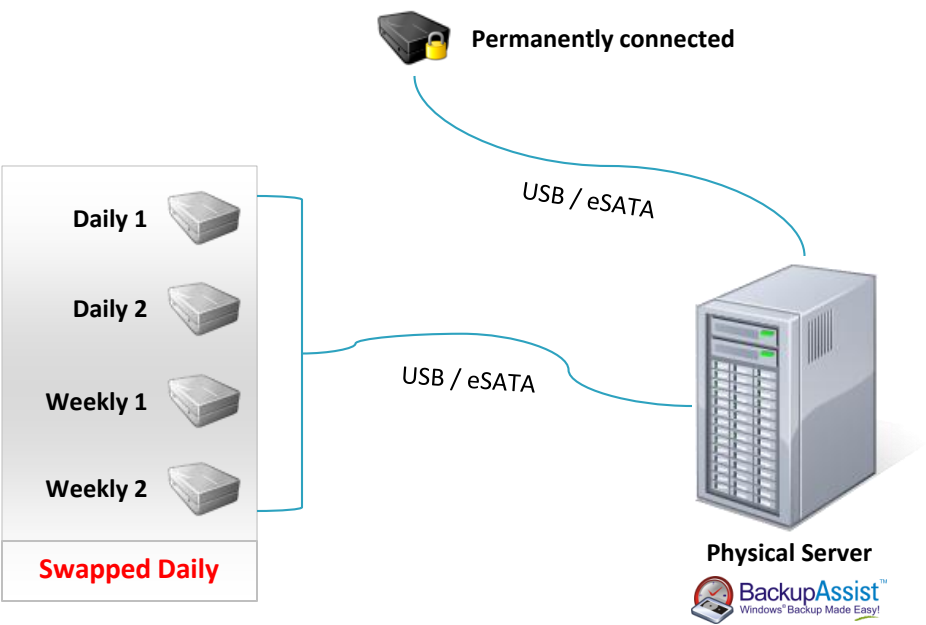For more information: http://www.backupassist.com/BackupAssist/tour_SQL.html

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Drive Imaging

Exchange Mailbox

File Replication

Internet Backup

ZIP

SQL Server

Hyper-V

Example of SQL Server backup setup.

BackupAssist SQL Add-on – USD $195.

Permanently connected

USB / eSATA

Daily 1

Daily 2

Weekly 1

Weekly 2

Swapped Daily

USB / eSATA

Physical Server

Price Indicator (USD)

Software:
- BackupAssist $249
- SQL $129

Hardware:
- 4x removable HDD $120
- 1x external HDD $120

Total (inc GST): $978

Part Two: Technology Overview

Hyper-V Backups.

- ☐ Straightforward and cost-effective option
- ☐ Image your host – a one-pass backup solution

Key benefits of this technology:

1. Protect your host and unlimited guests.

2. Restore at all levels: host, guest, file within guest, thanks to the BackupAssist Hyper-V Granular Restore Console.

BackupAssist		Competitor's Product	
BackupAssist	$249	*Competitor's product* – for Windows Servers License + Essential 12 Months Support	$1162.66
BackupAssist VM Granular Restore Add-on	$249	*Competitor's product* – System Recovery Server Edition License + Essential 12 Months Support	$1279.51
BackupAssist Exchange Mailbox Add-on	$129	*Competitor's product* – Agent for Microsoft Virtual Server License + Essential 12 Months Support	$2915.41
Total for BackupAssist Solution	**$627**	**Total for Competitor's Solution**	**$5357.58**

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Windows® Backup Made Easy!

Part Two: Technology Overview

BackupAssist handles all recovery scenarios:

- ☑ Recover the entire server from bare metal
- ☑ Recover specific files and folders
- ☑ Restore all Hyper-V VMs to a different host
- ☑ Restore a single VM
- ☑ Restore a single VM to a different host
- ☑ Restore specific files & applications on a guest
- ☑ Recover a complete Exchange Server
- ☑ Recover individual Exchange mailboxes and Outlook items
- ☑ Recover SQL Server databases
- ☑ Onsite & offsite data protection

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Windows® Backup Made Easy!

Example of Hyper-V backup setup.

BackupAssist Hyper-V Granular Restore Add-on – USD $249.

Permanently connected

USB / eSATA

USB / eSATA

Daily 1

Daily 2

Weekly 1

Weekly 2

Swapped Daily

Physical Server
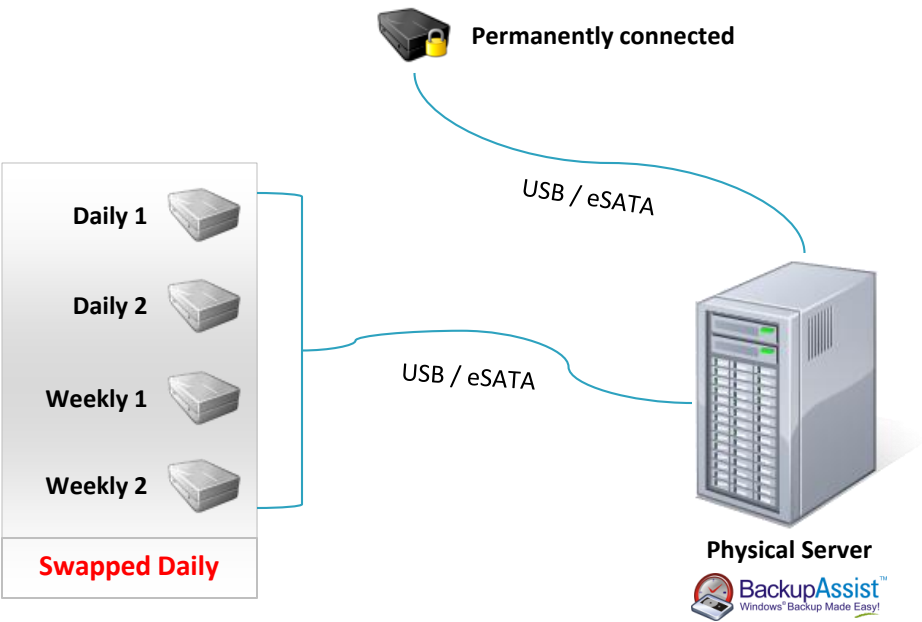
Price Indicator (USD)

Software:

• BackupAssist	$249
• Exchange Mailbox	$129
• Hyper-V Granular	$249

Hardware:

• 4x removable HDD	$120
• 1x external HDD	$120

Total (inc GST): $1227

Already covered:

Part One: Introduction to BackupAssist

Part Two: Technology Overview

Now:

Part Three: Putting it all together

- Revenue opportunities

- Centralized Monitoring

- Product pricing

- Reseller programs

BackupAssist™
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Revenue opportunities

Centralized Monitoring

Product pricing

Reseller programs

Revenue opportunities for I.T. Specialists

- Initial sale of hardware and software

- Ongoing sale of software upgrades (long term)

- Haas – place a NAS device into client's network; charge monthly fee

- Internet backup – use your own existing data centre, or buy a server & on-sell space to your client [buy in bulk, resell and mark up]

- Full service monitoring

- Data retrieval service/support.

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Part Three: Putting it all together

Revenue opportunities

Centralized Monitoring

Product pricing

Reseller programs

Easy management and control:

☐ Unique Centralized Monitoring Console makes everything completely integrated.

☐ Hosted service.

☐ Web console – access reports, create client reports.

☐ Daily email – status of all monitored jobs in last 24 hours.

☐ Alerts you to problems as they arise.

☐ Monitor multiple clients in minutes.

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Part Three: Putting it all together

Centralized Monitoring – How it works:
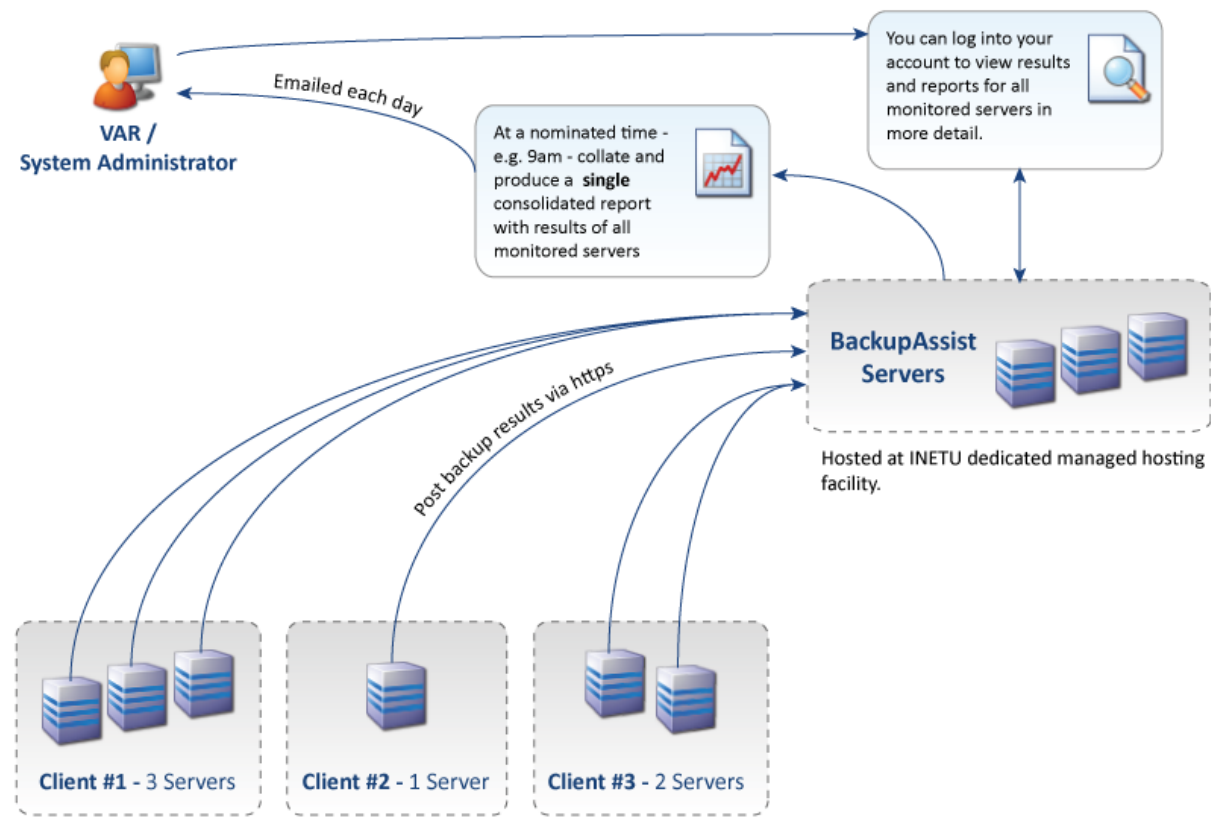
Part Three: Putting it all together

- Revenue opportunities
- **Centralized Monitoring**
- Product pricing
- Reseller programs

- ☐ Concise summary of all jobs across all clients.

- ☐ Drill down by clicking the links.

- ☐ Any problems are placed at the top of the report.

- ☐ Emailed to you daily or view in your web browser.

Part Three: Putting it all together

Product pricing.

Product	Pricing (AUD)	Pricing (USD)	Pricing (GBP)	Pricing (EUR)
BackupAssist v5 Drive Imaging, NTBackup, File Replication, ZIP	$329	$249	£139	€189
BackupAssist for Rsync Bandwidth Efficient Internet Backup	$195	$129	£75	€108
Exchange Mailbox Add-on Mailbox Backups to PST	$195	$129	£75	€108
SQL Add-on Near-continuous backup of unlimited SQL Servers	$195	$129	£75	€108
ZIP-To-Tape Add-on Tape drive support for Server 2008	$195	$129	£75	€108
Hyper-V Granular Restore Add-on Restore files from Guest VMs	$329	$249	£139	€189
BackupCare (12 months) Centralized monitoring and upgrade protection	$197 renewal	$149 renewal	£83 renewal	€113 renewal

Part Three: Putting it all together

Revenue opportunities

Centralized Monitoring

Product pricing

Reseller programs

Reseller programs

Gold and Silver reseller programs available.

- ☐ No licensing fees.
- ☐ No franchise fees.
- ☐ No sales targets.
- ☐ Easy to qualify.
- ☐ Monthly billing.

- ☐ Technical support.
- ☐ Marketing support.
- ☐ Custom designs.
- ☐ Case studies.
- ☐ Information base.

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Any questions?

Thanks for viewing BackupAssist 101. For more detailed technical information, simply visit www.backupassist.com where you'll find a wide variety of articles, presentations and information resources.