

What's New in Asigra v11?

Asigra Cloud Backup™ v11 is set to rocket 'Powered by Asigra' service providers light-years ahead of their competitors with an array of industry first features for the Cloud BURR industry. Until now, no one offers data protection for handheld devices, including tablets or smartphones. Now, 'Powered by Asigra' service providers can. No one else can offer a single client to support hundreds or even thousands of customers, dramatically reducing management time and resources for the service providers in colo environments. Now, 'Powered by Asigra' partners can. No one else can make their backup license allocation elastic with an automated cloud license server. No one can, except service providers 'Powered by Asigra'.

Consumers and other prospective customers are going to grasp the value right away, especially since they'll have the same Recovery and Restore Assurance (R2A) enjoyed by enterprise customers. Established customers can finally consolidate and simplify all of their backup processes on a single enterprise-class backup platform – one that protects their entire digital footprint (storage, servers, desktops, and laptops on the enterprise LAN as well as remote tablets, smartphones, and laptops).

Add to all this new performance benchmarks set by the software and there can be no doubt in anyone's mind that Asigra Cloud Backup v11 is dramatically raising the bar for Cloud BURR.

More Flexibility

allowing service providers to differentiate with pricing, services mix, and system integrations

More revenue bearing service offerings

for more devices and for more kinds of customers giving service providers more market opportunities

More agility and automation

to improve operational efficiency of service providers for more savings and profitability

More high-level visibility and control over licenses

to distribute unused capacity across DS-Systems as needed – even automatically – for nimble, real-time response to fluid market conditions of customers

More high-level visibility

over the service provider's entire BURR environment. New web-based console allows faster and more efficient response to changing demands

More system integration

with new APIs for VMware and NetApp

More speed in processing

for higher performance with reduced RPOs & RTOs that meet or exceed SLAs

More compelling reasons for customers to unify

all of their BURR processes on the single most secure, adaptable, easy-to-use and manage platform

More evidence that Asigra is the leader

in BURR innovation now and will be for years to come

Cloud BURR for Tablets and SmartPhones.

Asigra is the first to market with BURR software for tablets and smartphones. Expect a lot of press and blog attention.

iPhone, iPod Touch and iPad users can now backup and restore their Contacts, Calendars and photos. Android users with smartphones and tablets can backup and restore their alarm clock, browser, call logs, contacts, sound & display settings, and their user dictionary. With so many of these devices going AWOL every day, users can now take comfort knowing they may lose their device but they will not lose their data.

Since young people are the heaviest users of these devices for work and personal use, this innovation promises an incredible amount of future growth for Asigra providers. The Asigra app can be downloaded from provider web sites or from the Apple App Store, Android Market and Amazon Appstore.

Asigra's new dominance in portable device protection promises providers a vastly increased TAM from young people.

However, it also promises customers moving from competitors unable to offer the same functionality; more business from existing enterprise customers wanting to simplify and unify BURR on one platform, and more opportunities to up-sell with complementary services.

Scaling to accommodate this flood of new data and devices will be easy for providers with the greatly improved backend flexibility and control in Version 11.



Tablet and SmartPhone Ready.

The New Data

protection offerings for Consumers and handheld devices like SmartPhones and Tablets in Version 11 provides a compelling argument for enterprise customers to take advantage of a single platform for data protection of everything from handhelds to the datacenter – and everything in-between. Single platform means fewer processes, less training and less complexity.



DS-NOC: New Network Operations Center for Providers and Enterprise

The rapid growth of data and devices under protection requires improved visibility and better control for providers over their total environment. Asigra Version 11 delivers a fast and easy way to see into every corner of your BURR environment.

The DS-NOC gives providers an intuitive, web-based interface for real-time visibility and control over all of their DS-Systems, DS-Clients, BLM Archivers and DS-Billing Centers. At a glance, BURR administrators can see the status of licenses, capacity usage and backup completion for every DS-Client.

From the console, providers can also manage configurations across all of their DS-Systems. And they can drill down within each to browse for files and genera-

tions backed up, restore generations, and deactivate, reactivate, lock and unlock DS-Clients. As well, BLM Archivers can be managed from within the DS-NOC to browse Archive packages, search through packages, and create, write and download restorable images.

For operations struggling to keep up with more devices, more data, more elaborate configurations, and increasingly fluid cloud environments, the monitoring and management capabilities of the DS-NOC will be invaluable for controlling support costs, and for ensuring faster response to emergency events and customer requests. In fact, providers can give enterprise customers better visibility and control of their own environments via the DS-NOC.

DS-NOC can send alerts via email and SNMP traps for:

- Service availability
- Hardware issues
- Network communication problems
- Storage Quotas, Local-Only Quotas
- License capacity usage
- DS-Client service expiration
- Disc/Tape Requests
- Invalid files on DS-System storage
- Backup completion error severity
- Schedules that did not trigger
- DS-Clients that do not connect to DS-NOC
- Monitoring and viewing DS-System / BLM / DS-Billing reports and logs

DS-Consumer: Business-class BURR for the rest of us

At last, business-class Cloud Backup Recovery and Restore (BURR) for consumers AND greatly increased Total Accessible Market (TAM) for Asigra providers.

Consumer backup solutions, available free or at low cost today, do a good job of backing up user data. But none provide the Recovery, Restore Assurance (R2A) that an Asigra powered solution does.

Make no mistake; Asigra's new consumer backup solution is a more-than-meets-the-eye opportunity for providers in many ways. While consumers will be drawn to Asigra's R2A and its One Click to the Cloud simplicity, Asigra providers have been given new backend flexibility and

innovation enabling them to offer this service at affordable prices.

The new service offers consumers the same features enjoyed by enterprise customers – R2A, FIPS 140-2 certified security, data reduction (dedupe and compression), and more. Backups can be sent to the Cloud while a local copy is stored on an internal or attached external drive. Restores can go to the original location, an alternate location or another machine. DS-Consumer Client patches and

upgrades are done automatically and silently. Bandwidth is conserved with incremental backups of changed or new files only. Users can have the option to take advantage of the default automated backup or to over-ride the default by clicking on the "Backup Now" button. Consumers can also view activity logs, and edit their default backup policies, schedules and data retention parameters in the DS-Consumer Client.

While DS-Consumer opens the door to more customers looking for simple, affordable and secure Cloud BURR, it actually promises much more than just increased TAM for Asigra providers. Many consumers now use two or three different BURR solutions in their personal life and at work. Strategically, DS-Consumer is an opportunity for providers to prove to new customers that Asigra is the perfect unified platform for all of their BURR needs.

Lose Your Device Not Your Data.

Databases Supported

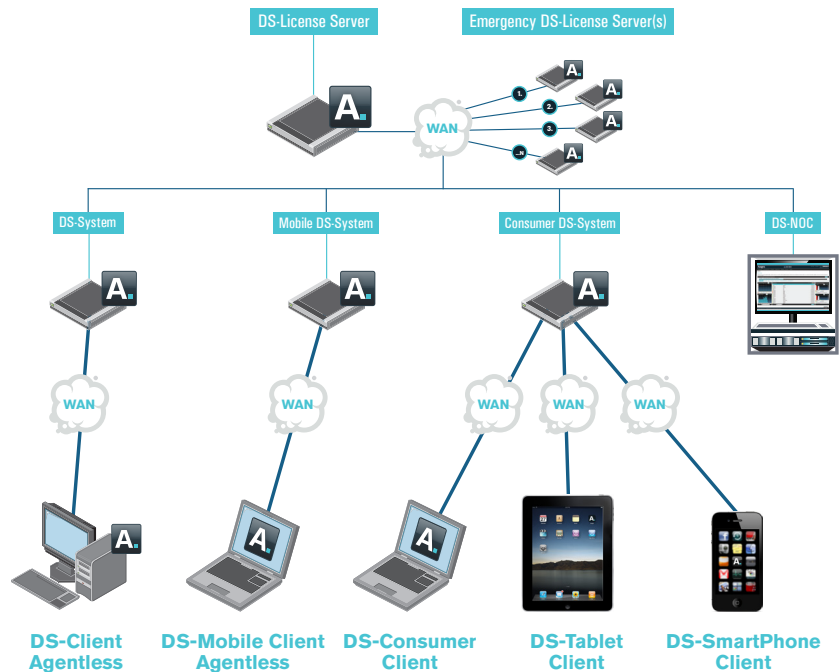
- MS SQL Server 2005 SP4 Standalone or Cluster
- MS SQL Server 2008 SP2 Standalone or Cluster
- Microsoft Exchange 2007 SP3 CCR on Windows 2008 R2
- Microsoft Exchange 2010 SP1 at database and email level
- Microsoft SharePoint 2007 SP2 at database and item-level
- Microsoft SharePoint 2010 at database-level
- PostgreSQL 8.4
- Lotus Domino v.8.5.2 on x32/x64 platforms
- Lotus Domino Database Backup and Restore for NSF /DB2 databases on Win & Linux OS
- Lotus Domino Email Level Backup & Restore with DB2 databases
- Notebook.nsf Backup and Restore Support
- GroupWise v.8 Standalone or Cluster at Email Level (on Windows & Novell)
- Oracle SBT 9i R2, 10g R2 & 11g R2 non-clustered or Real Application Cluster (RAC)
- Oracle on new devices with Automatic Storage Management (ASM)
- Sybase ASE 15.0
- DB2 9.7
- SQL Server 2008 R2

License freedom – to move and to grow

Service providers want flexibility to allocate storage capacity whenever and wherever they need it. Now, they have that flexibility. With Version 11, a single Cloud License Server manages all the licenses of all the components of the entire Asigra environment. The DS-License server can reside anywhere on your network – on any physical or virtual machine. Service providers can remotely authenticate and update licenses on all of their licensed components.

Best of all, any component can draw capacity as needed – automatically – from the service provider’s unallocated pool of capacity. This simplifies and speeds up license processes giving service providers the ability to respond nimbly to fluid market environments and ensuring that their customers’ business will not be interrupted due to license unavailability.

Version 11 also transcends the old restriction of one emergency License Server for each Production License Server. Now it’s one-to-many. Asigra service providers can have as many Emergency License Servers as they require for each Production License Server. Emergency License Servers are now synchronising with the Production License Server for easy management.



Centrally Configured DS-Clients and DS-Mobile Clients

One of the hallmarks of Asigra Cloud Backup is the flexibility it gives each service provider to deploy the software in ways that are different from his or her competitors. Version 11 boosts that flexibility with the addition of centrally configured DS-Clients. Service providers can now choose how much or how little control they give their customers. This capability allows them to offer differentiated services to customers.

They can offer a premium service based on greater customer control and flexibility, a lower-cost service with minimal customer control, or variations of configurations in-between.

This flexibility in backup policies is achieved with XML scripts that the service provider sends to DS-Clients. Mass deployment of these customized scripts minimizes admin-

istration and drastically reduces deployment times. Discreet configurations – with varied control privileges – can be flexibly deployed for different groups. The items that the service provider can tune for different customers include:

- Backup Sets
- Retention Rules
- Schedules
- Configurations

VMware 4.1 via VADP

Asigra ramps up its agentless mastery of BURR in virtualized environments

Asigra Cloud Backup Version 10 introduced VADP 4.0 support that facilitates backup and restore support for entire VMs. Version 11 extends that functionality to individual disks within VMs (VMDK-level BURR).

Other features of the VMware/VADP integration include:

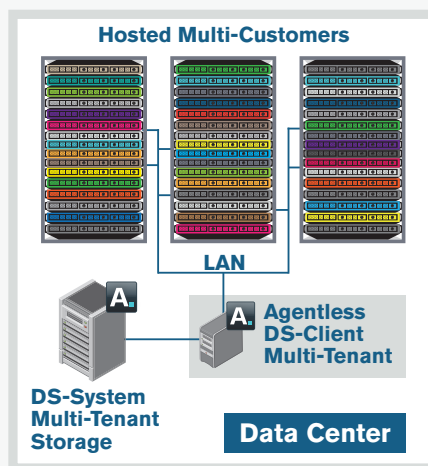
- VMware thin disk support
- Power On option in restore wizard applicable to individual Virtual Machines
- Improved reporting in DS-Client logs for VMware backup sets
- Restore VM(s) by their name

Additional Cool Features:

- DS-Client databases replication – so service providers can offer database recovery options from Replication DS-Systems as well as from Production DS-Systems
- The option to allocate and license Local-Only storage capacity for DS-Clients based on the actual size of customer data stored, the protected size or native size
- DS-Operator will display a list of customers that have exceeded or are nearing their storage quota.
- An option to view only deleted files in the Restore Wizard makes it easier and quicker to restore
- End users can switch encryption on or off for their Local Storage
- Delta processing is now available for compressed files whether Asigra compression is used or not
- Auto-upgrade of software components
- The Windows DS-Client (using MS SQL Server 2008 R2 Express database) auto-expands the database size when it approaches its 10 GB limit
- To meet compliance demands, Version 11 can force a backup in File System Backup Sets even if the modified time/size did not change
- System State file generations are archived to the BLM Archiver
- Ability to force a master backup: A global DS-Client advanced parameter, SendFullMaster, configures the DS-Client to send a full master generation instead of sending a delta generation (and then asking the DS-System to reconstruct a master from the existing generations)
- Added ability to charge for local-only stored data: Billing scales for Local-Only usage can be configured to charge based on stored data, protected data or native data.
- The number of Autonomic Healing processes that can run concurrently is increased from 16 to 32 resulting in a significant improvement in processing speed
- BLM Synchronization – BLM Archiver packages can now synchronize (with warnings) even if the BLM encounters errors during synchronization of the package

Multi-Tenant DS-Client

Service providers hosting raw customer data in their datacenters now have the ability to save the costs associated with managing a DS-Client for every customer. Asigra has added a secure customer/tenant layer to the DS-Client so administrators can use a single DS-Client to backup all customer data in that layer. As long as the same encryption key can be shared amongst all customers, service providers can enjoy the efficiencies and cost-savings of managing from a single DS-User GUI, while still providing Asigra's famed security. Creating, enabling, or disabling multiple tenants on clustered servers couldn't be easier or more secure.



Recover, Restore, Relax.

Platforms Supported

- Windows 2008 SP2/R2
- Windows 2003 SP2/R2
- Windows 2003 & Windows 2008 Data Center SP2 /R2 x64
- Windows 7 Starter x32, Home Basic x32, Home Premium x32/x64, Ultimate x32/x64, Enterprise x32/x64, Professional x32/x64
- Windows VISTA Home Basic, Home Premium, Business, Ultimate, Enterprise SP2 x32/x64
- Windows XP Home SP3 x32, Professional SP3 x32 and Professional SP2 x64
- Red Hat 5 U4 x32/x64
- SUSE 11 x32/x64
- Snow Leopard 10.6
- AS400 v6 R1 on POWER 6 Hardware
- VMware ESX 4 using vStorage API for Data Protection (VADP)
- Netware 6.5 SP8 Standalone
- XenServer 5.5
- Windows BS 2011 Standard (x64)
- VMWare VSphere 4.1: ESX 4.1 and ESXi 4.1 StandAlone and Cluster
- SUSE Linux Open Enterprise Server 25P2 (x86)
- Red Hat Linux Enterprise ES/ AS6 (x86/x64)
- iPhone 3GS/4, iPad 2, iOS 4.0 and up
- Android tablets and SmartPhones 2.2
- iPod Touch iOS 4 & up

Multi-thread support for 10Gbps LAN

Many data centers have invested in 10Gbps LAN technology or they plan to soon. Now Asigra can exploit that multi-thread infrastructure to turbo-charge backup, recovery and restore performance.

The faster flow of data with Asigra's new 10Gbps LAN support required the following enhancements to our internal processes:

- Multi-threaded delta processing and restores
- Multi-threaded browse activities for the DS-System
- Parallel processing for read I/O and data processing for backup
- Multiple overlapped I/O for large file backup and restores
- Delta algorithm performance improvement results in 3X improvement in the block cut speed.

The combination of the 10Gbps support and enhancements to Asigra Cloud Backup internal processes provide a 200 – 400% increase in performance compared to Version 10.



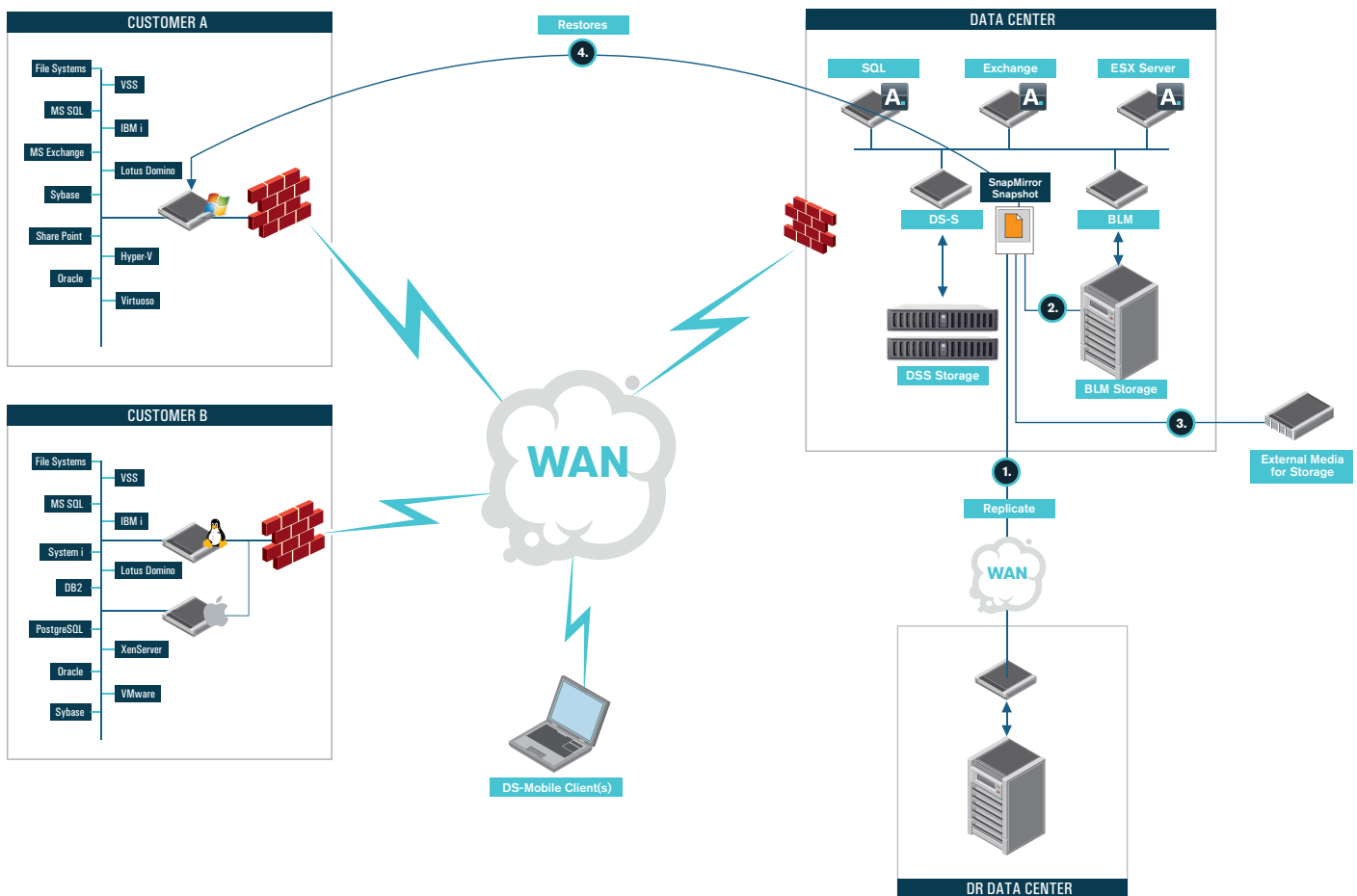
200 – 400% increase in performance

NetApp API Level Integration

Service providers working with NetApp now have the ability to seamlessly integrate Asigra with NetApp's Snapshots. The DS-System uses the inherent snapshot technology in NetApp FAS to snapshot the backed up data residing on NetApp filers. These snapshot layers are then used by Asigra Cloud Backup to:

1. Replicate to the DR site
2. Write the data locally to portable digital media for archiving or ship it to the customer for business continuity
3. Write the data to the Backup Lifecycle Management (BLM) Archiver
4. Recover and restore the snapshot data.

With data growing 40 to 60% every year, IT managers and service providers are under enormous pressure to backup an ever increasing amount of data within the same backup window. Snapshot technology is rapidly becoming the life saver for data center efficiency. Taking mere seconds for even very large data sets, snapshots quickly free up hardware for the next job, significantly reducing Recovery Time Objectives (RTO) and greatly enhancing Recovery Point Objectives (RPO).



Join the Asigra Hybrid Partner Ecosystem.

Our Hybrid Partner program was designed to open the door to a broad range of partners interested in profiting from cloud backup services while leveling the playing field for all of our partners with pro-rata based incentives.

The program is unprecedented in the backup and recovery space because it creates enhanced customer relationships while maximizing revenue opportunities across the board - without channel conflict.

With this program, you'll be able to:

- Offer your customers the Asigra solution as a Public Cloud (SaaS), or Private Cloud (software) or Hybrid Cloud solution
- Participate in the Influencer Incentive deal registration program
- Access the opportunity to receive competitively advantageous margins and benefits regardless of your size.
- Attend the annual Asigra Cloud Backup Partner Conference.

For more detail on this innovative program, visit <http://partners.asigra.com>

About Asigra.

Asigra transforms the way businesses manage and protect their data by delivering market leading cloud backup solutions that seamlessly and efficiently manage, scale and deliver data protection services. Asigra Cloud Backup™ is built for new and existing MSPs/VARs who focus on data protection, IT constrained organizations, and industries with compliance mandates that are looking to improve their backup with a secure, reliable and predictable data protection cloud backup model. With 25 years of experience as backup/recovery pioneers, Asigra technology protects more than 400,000 sites globally ranging from the Global 100 to SMBs. The world's largest and most profitable service providers including CDW, HP and Terremark Worldwide power their cloud backup services using Asigra technology. Asigra is headquartered in Toronto, Canada, with offices globally.

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