

The OffsiteDataSync Difference

From the home & consumer market, to the upper echelons of enterprise, the target and capabilities of online backup services varies greatly. OffsiteDataSync has built a reliable, enterprise class data retention service targeted at corporate audiences for their specific needs and high-level demands. The portfolio of features we offer is as robust as it is comprehensive. A number of these features are without equal on the market and are collectively referred to as the “ODS Premium Features”. In an industry that is making a lot of noise we are a clear & consistent voice offering reliable offsite data protection.

What Separates One Online Backup Provider From The Next?

After all backup is backup, right? Well, not exactly. We look at it from the perspective of restoration because that is when backup matters most. If you're using an online provider, tape backup or another solution altogether, chances are everything is running just fine... or so it seems. The real trouble comes when disaster strikes and you find rampant corruption in your backup data or encounter a faulty tape or perhaps your backup was not capable of capturing data at the remote office that is now under water; worse yet – maybe your entire geographical region was struck by the latest catastrophe. No matter the situation, the

bottom line is the same – your company needs quick, reliable access to corporate data in a usable manner. Our Premium Features effectively address each of these scenarios and more with the following:

- Guaranteed Bandwidth
- Autonomic Healing
- Notebook, PC & Branch Office Support
- Consolidated Recovery
- Replicated Data
- Tiered Storage

Guaranteed Bandwidth

Dependable data recovery requires prompt and unrestricted access to corporate data. Without dedicated bandwidth, corporations are left in a helpless and precarious situation in their most vulnerable moment. Our guarantee includes minimum bandwidth thresholds for uploads (backups) and for downloads (restorations). We even take bandwidth a step further for a level 3 emergency – with a call to our 24x7 Network Operations Center the outbound link speed to your site will be matched with your inbound WAN connection providing unprecedented recovery speed. Anything less, is just backup.

Autonomic Healing

The Autonomic Healing Tool is a transparent utility provisioning tool that runs seamlessly in the background in our datacenters. It constantly scans the ODS Vault and immediately notifies our specialists (and adds a record in the event log) when it encounters a corrupted or otherwise problematic file. Before the file can cause any harm, Autonomic Healing isolates the potentially corrupted file to a predetermined quarantined location where it can safely be deleted. Additionally, a notification trigger is issued to resend a latest generation copy of the file on its next scheduled backup for that customer.

Autonomic Healing means that our technology and vault repairs itself without human intervention. Autonomic Healing addresses the problems of file corruption and increases the integrity of our vault. It continually monitors customer backups for data corruption. If corrupt data is found, it corrects it, removes it, or reports that a correction is needed.

About File Corruptions

In medium or large data processing, file corruptions are almost inevitable. They may happen due to hardware failures, software applications, file system problems, connectivity problems, or insufficient resources. They may also result from unpredicted operations, methods, or behaviors.

Detecting File Corruptions

Some corrupted files can be detected by processes such as System Admin, that check the headers / links of files. However, such processes check only physical consistency (valid file headers and links).



Our Autonomic Healing process goes further, checking the logical validity of data (invalid names, name duplication, ID duplication, potential reconstruction failure, consistency). Admin processes and Autonomic Healing are running continuously guaranteeing anomalies can be found and fixed faster than any other method on the market. Finally, regular processes only identify problems, they do not resolve them. Our Autonomic Healing feature can actually solve problems, and maintains a complete log of its activities so those problems it cannot solve can be investigated further.

When Autonomic Healing encounters a corrupted or otherwise problematic file, it writes a record in the Event Log and tries to fix the problem. If any modifications to our vault were made, it requests the ODS Appliance to perform re-synchronization of the affected backup set.

If the problem can be fixed, it will be fixed and noted. If it cannot be fixed (for example, in the case of anomalies caused by third parties) our Autonomic Healing records and indicates a possible fix if one is available.

What Autonomic Healing Can Check

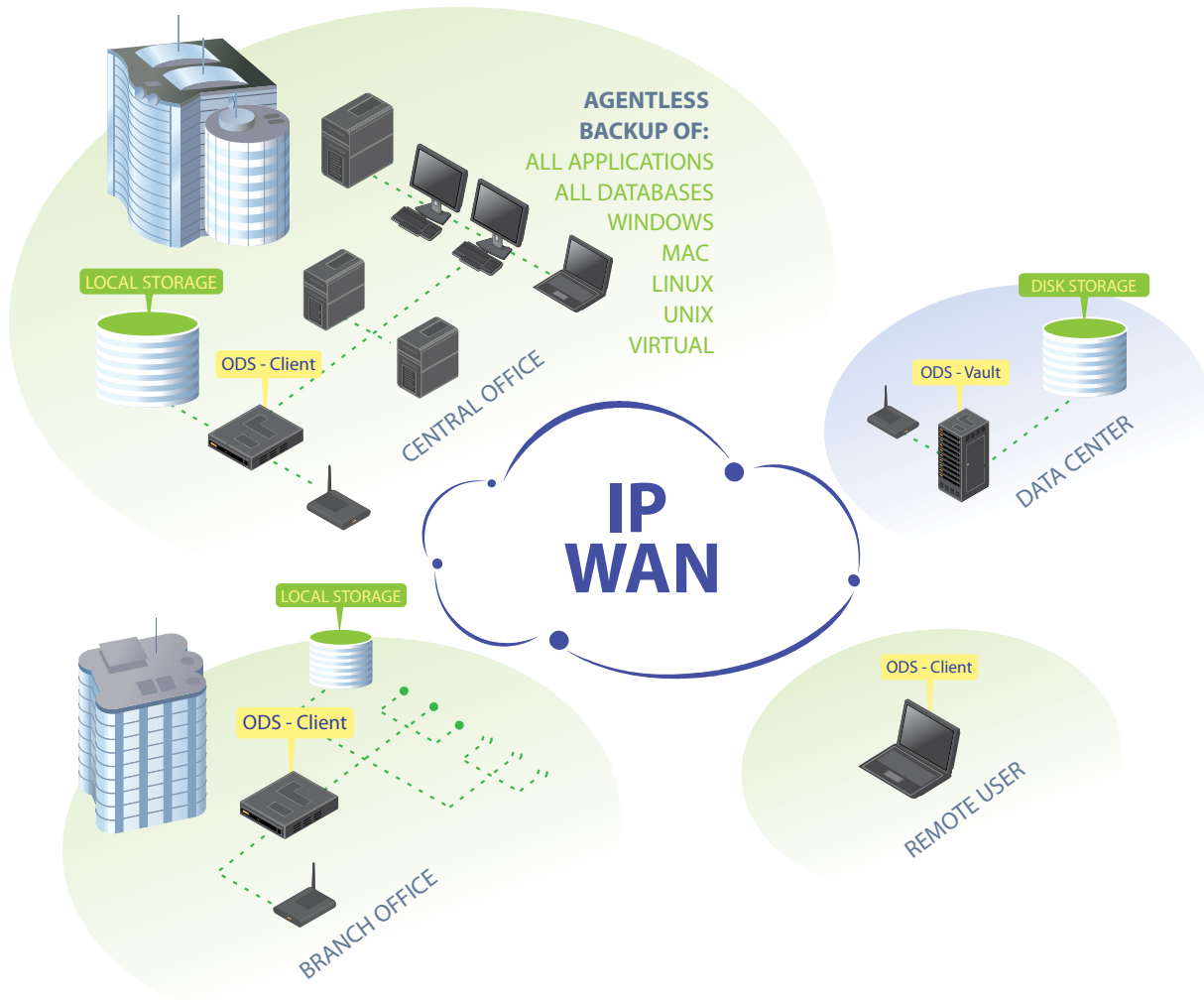
Autonomic Healing verifies the following to identify data corruption, damage, or inconsistency:

- Online file headers: header ID, version, compression and encryption types, invalid library links, invalid file names, header size.
- Directory metadata in DS-System Online Storage: header ID, version, invalid names, header size.
- Library links for common files.
- Delta generation consistency: file naming consistencies across online generations, session consistencies across generations.
- File and directory consistencies in DS System Online Storage: name and ID, directory location.
- Data integrity and restorability (checks for logical corruption and logical consistency).

What Autonomic Healing Can Fix

Autonomic Healing can fix the following problems:

- Completely corrupted files: deletes files affected and those that depend on them (delta generation) so that next backup will send a new master generation.
- Inconsistent file or directory IDs.
- Inconsistent directory location.
- Inconsistent file name within directories.
- Inconsistent file name across online generations.
- Delta generation linking / reconstruction inconsistencies.
- Inconsistent library link.
- Inconsistent back up sessions (two generations of the same file in the same session).



Introduction

Even though you back up your LAN servers regularly, you know that users still store mission critical data on their desktop and laptop hard drives. Often this is information that is crucial for your day-to-day operations, as well as legal compliance. Yet, because it is not on the server, it is not backed up systematically. In fact, it probably is not backed up at all.

Thankfully, OffsiteDataSync's Next-Generation technology is aligned with Cloud Computing,

designed to offer backup efficiencies unavailable with traditional backup architecture.

You decide which information to store online and which to archive offsite. And you avoid costly downtime. If users lose data, your help desk – or the users themselves – can restore it immediately and since all your remote data is stored in a central location under IT control, it is easy to administer, even if you use a central help desk.

Key Benefits

Simple, fast Installation

The service for mobile users is less than 15MB footprint and a GUI can be included or excluded.

Accountability

Centralized administration gives network managers control over what gets backed up and how often.

No user action needed

The fully automated process relieves users from making backup decisions and ensures all critical data is backed up regularly.

Fast and efficient data recovery

Restore critical data quickly from the local storage on the LAN or from the online vault in the enterprise data center.

Data Security

Advanced security and authentication algorithms, including FIPS 140-2 certified encryption, ensure the safety, confidentiality, and compliance of the data at all times.

Bandwidth and CPU throttling

End users can control the resources used by the backup application – so they can work on their laptops while a backup/restore job takes place.

Unified Backup

Mobile users will be backed up whether on the road or on the company premises – to the ODS centralized data vault.

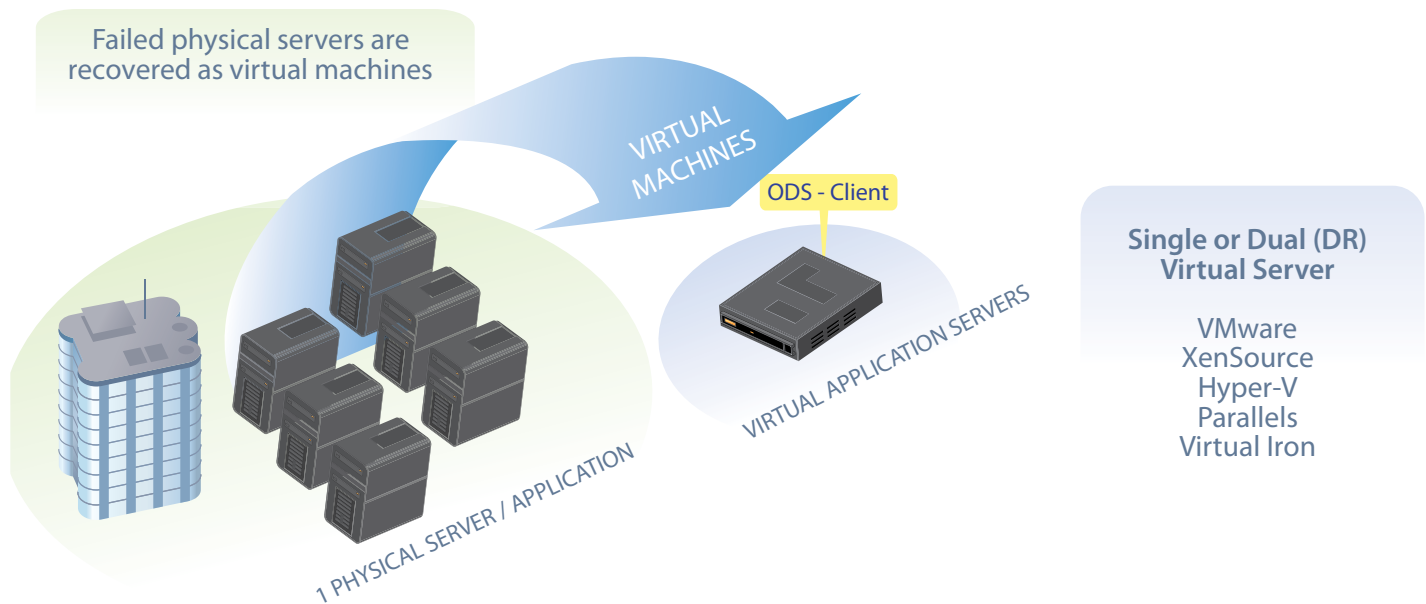
Easy deployment across the enterprise

Automate and simplify backup processes to make your backup highly scalable. Installations can be fully automated across a variety of operating systems and network configurations, making deployment easy.

Faster Backup, Faster Recovery

OffsiteDataSync automates and simplifies as much of the backup process as possible. Backups can occur as often as required, and only new, unique data is backed up, saving bandwidth and storage space. Sophisticated compression algorithms adapt to the types of files on users' laptops ensuring optimum transmission speeds while minimizing processing overhead.

Network resources are continuously monitored during backup and restore operations to prevent data bottlenecks. End users can control how many resources are used by the backup application, so they can check email, browse, and do other work during a backup job.



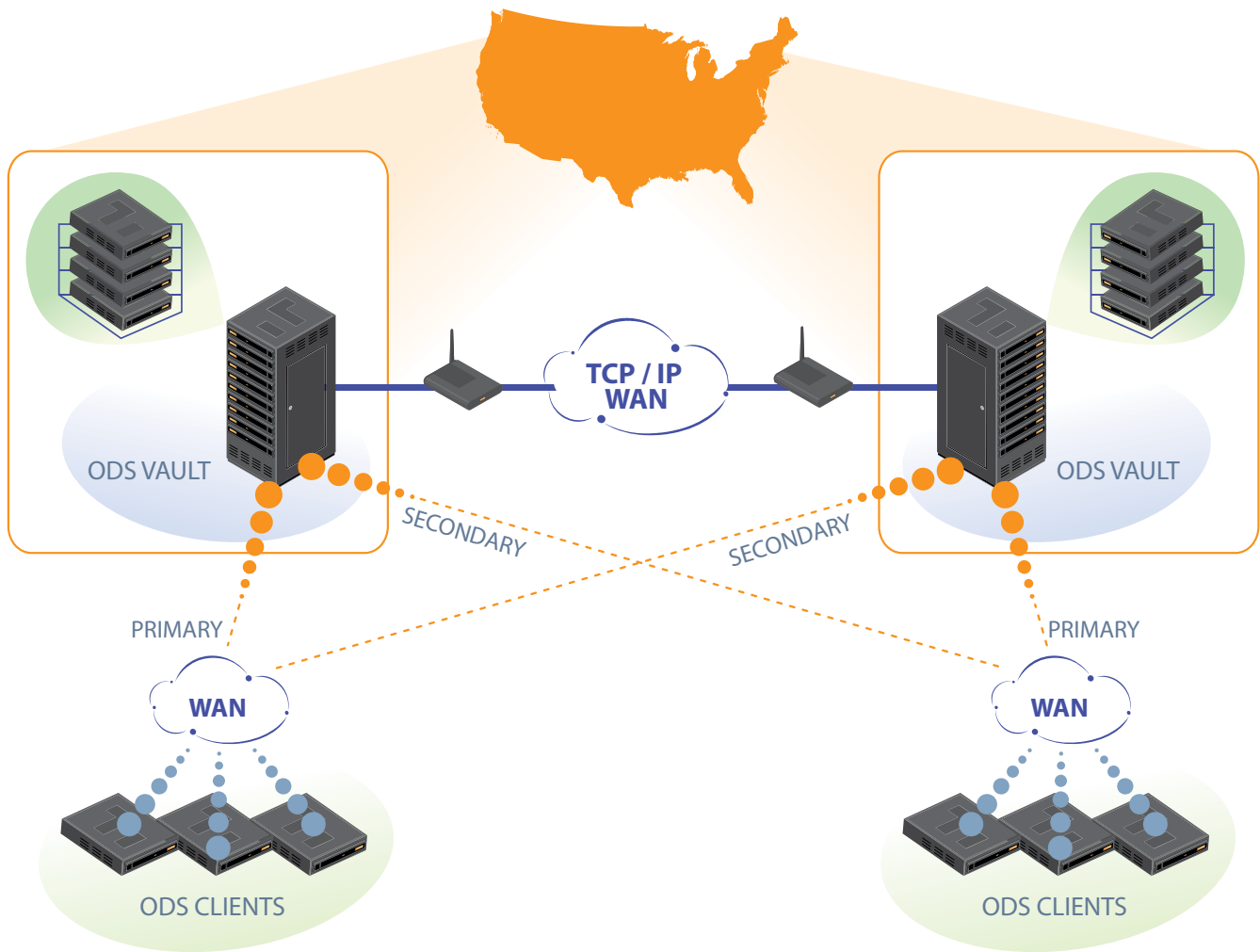
Virtual Protection/Consolidated Recovery

Bridge the physical and virtual worlds for backup, disaster recovery and transitional environments. As the virtual world matures OffsiteDataSync eases the transition into cloud computing and provides complete redundancy for a production environment. OffsiteDataSync technology has been tested and certified on a wide range of virtualization platforms; VMware, Citrix, Microsoft, Parallels, Virtual Iron - we cover a broad spectrum to ensure flexibility and interoperability. Leverage the ODS solution for next generation features including:

- Global data de-duplication
- Continuous Data Protection (CDP)
- Grid-based scalability
- Intelligent data retention
- No-cost datacenter replication
- Protection for an entire VM host
- Hot production backups with zero disruption

Beyond next-generation features, the ODS solution addresses performance, management and cost shortcomings of alternative agent-based backup and recovery solutions for protecting virtualized server environments by providing:

- A centralized enterprise-wide solution with unlimited protection of physical/virtual servers, workstations, desktops and laptops without traditional agent-based cost penalties and administrative overhead
- Simple, centralized management interface to ensure compliant backup and recovery across all physical and virtual environments throughout the enterprise
- Backup and recovery optimized to greatly reduce management, CPU and memory resource impact on servers
- File-level recovery at the VM and guest OS level
- Any-to-any restore capability (P2P, P2V, V2V, V2P) with extensive mixed physical/virtual OS interoperability
- Execution over TCP/IP negating specific hardware or O/S integration



ODS Multi-Datcenter Bi-Directional Vault Replication:

We maintain a second vault in another geographical location that is configured to receive backed up data from the primary vault. A replication activity is automatically triggered when a backup activity completes for a customer backup set and we also configure a check-in on 6 hour increments to be sure all is redundant several times throughout a given day.

The ODS Vault is replicated between two locations offering many benefits, such as:

- Redundancy, with multiple working copies (secondary backups) of the ODS Vault Online Storage
- High availability, with ODS-Clients able to switch from a failed primary ODS Vault to our secondary vault immediately
- Ensures full N+1 redundancy
- Zero off-line requests for maintenance
- Compliant with HIPAA, SOX, GLB and SAS-70 Type II

About Service Level Agreements: A Service Level Agreement (SLA) or an Operating Level Agreement (OLA) is an agreement between a customer and a service provider. The SLA or OLA records a common understanding about services, priorities, responsibilities, guarantees, and warranties. An SLA may specify the levels of availability, serviceability, performance, operation, or other attributes of the service, such as availability or uptime. This allows customers to be informed and what to expect (the minimum), while providing a measurable (average) target value that shows the level of organization performance.

Key Benefits / Why a Service Level Agreement is Important: A clear SLA is important because it sets boundaries and expectations for the following aspects of service provisioning.

1. Customer commitments: Clearly defined promises reduce the chances of disappointing a customer. These promises also help to stay focused on customer requirements and assure that the internal processes follow the right direction.

2. Key performance indicators for the customer service: By having these indicators established, it is easy to understand how they can be integrated in a quality improvement process. By doing so, improved customer satisfaction stays a clear objective and easier to measure.

3. The price of non-conformance: If the SLA has penalties then non-performance can be costly. By having penalties defined, the customer understands that the backup provider truly believes in its ability to achieve the set performance levels. It makes the relationship clear and positive.



The OffsiteDataSync Service Level Agreement: We enforce an aggressive and comprehensive service level agreement (SLA) with money back guarantees if service and / or performance levels are not met. This is defined as follows:

Performance Level Definitions:

1. Restoration Service Level Agreements (applies to customers within the 48 contiguous United States):

a. **Online Delivery of Lost Data:** 0 hours – 8 hours; one-month service credit if missed

b. **Portable Disk Delivery of Data;** 1 hour – 36 hours; one-month service credit if missed

- United Parcel Service Overnight, Express
- Brinks Secure Armored Delivery, Overnight

c. **Restored virtual server with remote access;** 1 hour – 4 hours / per agreement

2. Uptime Agreement:

a. **99.9% uptime guaranteed;** Credit of \$100 per hour if missed.