



Data Protection in a Microsoft Windows Environment

Data Protection Summit 2007
March 14, 2007



Today's Backup & Recovery Methods are Inadequate

Business Demands = 24x7

- Applications must be available
- Short time-to-recover is mandatory
- Higher service level agreements
- Critical importance of Disaster recovery
- New compliance requirements
- Shrinking IT budgets and manpower

Data Protection Complexity

- Disk and Tape backup are very limited costly, and use slow, manual recovery
- Traditional "snapshots" create large potential for data loss
- No verifiable data integrity or policy enforcement
- Data growth is relentless

Hourly Cost of Downtime

E-commerce & Financial	\$6.4 million
Point of Sale	\$2.6 million
Mail Order	\$90,000
Packaging Shipping	\$28,000
SMB LAN	\$18,000

Business Risk

- Business downtime creates spiraling costs
- Inevitable data loss
- Unusable and unreliable data
- Storage/network inefficiencies



Why is Windows Data Protection Important

50% of businesses that experience downtime of 48 hours or more go out of business

Meta Group, 2005

“Protecting Data” was named the #1 challenge in managing storage environments

Peripheral Concepts, 2006

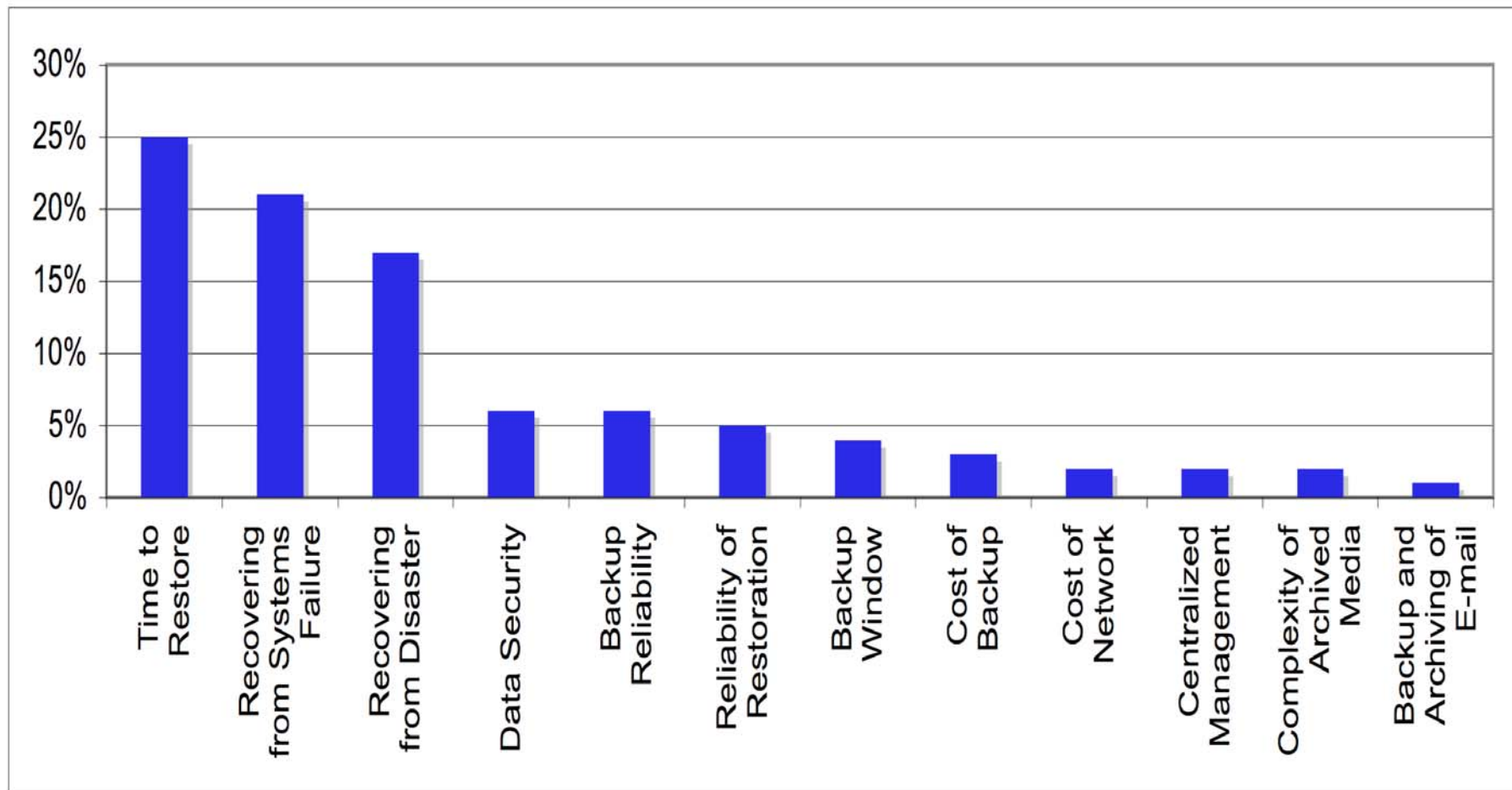
“Improving Business Continuity” was named the most important issue in recent survey of data center managers

CMP Research, 2006

Windows servers represent the largest single segment of the server market

IDC, 2006

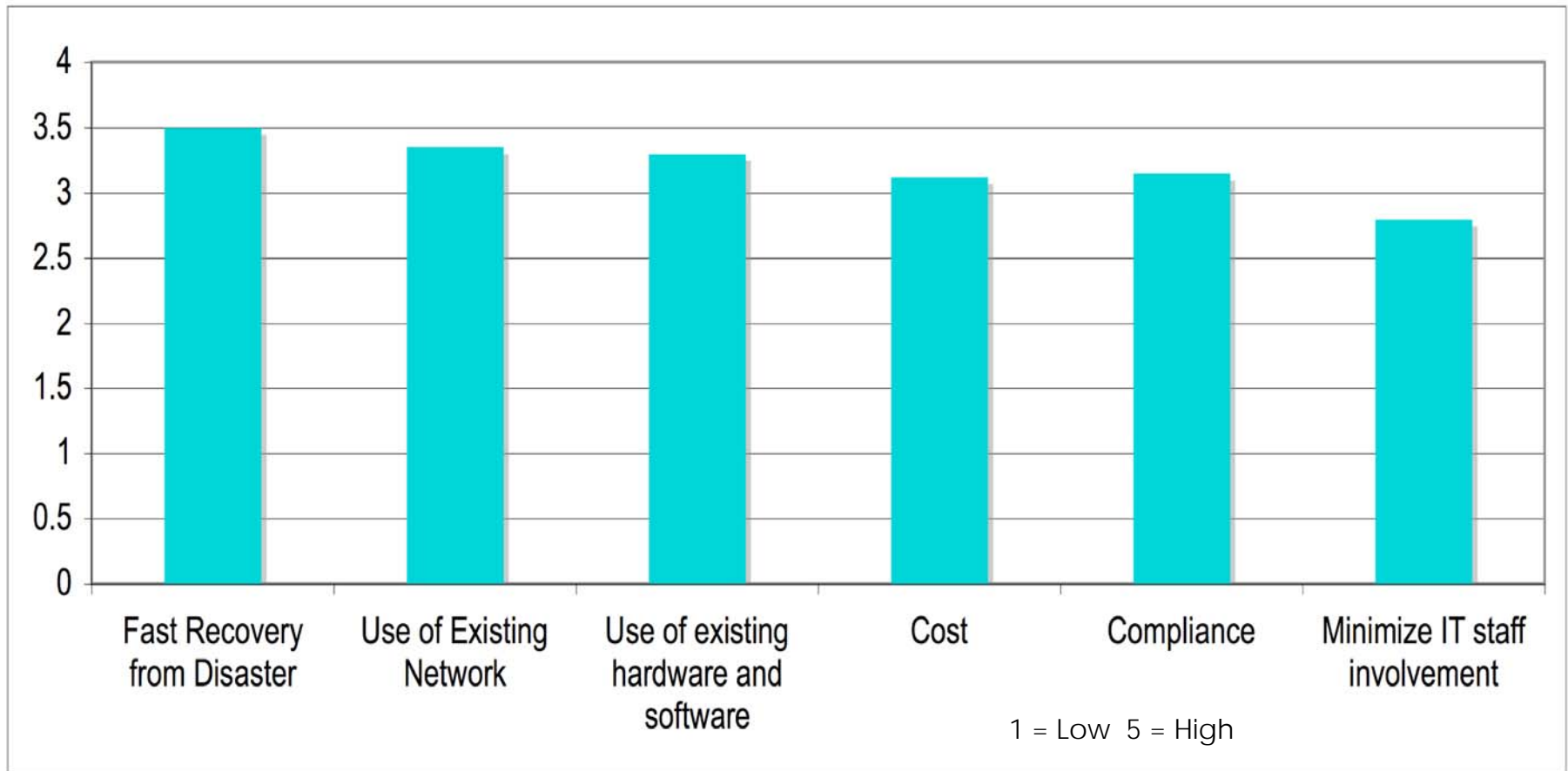
Most Significant Data-Protection Problems



Source: Peripheral Concepts, Dec. 2006



Key Criteria for Selecting a Business Continuance Solution



Source: Contingency Planning Association



Key Criteria for a Windows Data Protection Solution

- Instantaneous application recovery
 - Getting applications back in service as soon as possible
- Data usability after recovery
 - Recovery is fine, but what if you can't use the data?
- Lowering Windows data protection and recovery costs
 - Use existing IT infrastructure to prevent vendor lock-in and use low cost storage wherever possible
 - Heterogeneous server, storage, and switch infrastructure
 - IP networking
 - Automate as many recovery and data protection processes as possible to keep IT manpower expenses down
- Simple Point and click global and granular recovery
- Extremely tight application integration with Microsoft solutions (Exchange, SQL) and File Servers

ASEMPRA Summary

- The current data protection paradigm is broken
- The cost of downtime can be massive
- Data protection and recovery for Windows environments is a must
- System uptime and availability is a critical consideration of any data protection solution for Windows
- There are Windows solutions today for instantaneous recovery and data protection



Contact Information

Asempra

640 West California Ave.

Sunnyvale, CA 94086

PH: (408) 215-5800

FX: (408) 215-5802

info@asempra.com

www.asempra.com



What the Experts and Customers Say about Asempra

“Top 10 Start-ups to Watch in the Storage Market”

ByteandSwitch

“After having worked with the product for the past eight months, it is evident that the capabilities of the product far exceed those of competitive offerings.”

David Kronick, CIO
CD&L

“ . . .what is impressive is the variable scope of recovery that Asempra offers. Asempra calls this “recovery object granularity,” meaning that from the same Web interface a single e-mail message up to an entire data center of volumes can be restored. Another interesting feature is the “virtual on-demand recovery” that allows for large files to be accessed before all the data has been restored.”

*Carolyn DiCenzo, Research Vice President
Dave Russell, Research Vice President
Gartner*



What the Experts and Customers Say about Asempra

“...First, the solution includes no hidden costs. The base price of \$15,000 covers the software for the Asempra BCS and an unlimited number of host agents, a license to protect half a terabyte (500GB) of storage, and all hardware including a dual-CPU 1U Server with an iSCSI or Fibre Channel HBA. The combination of hardware and software in this solution means that you don’t have to acquire a separate server to make the solution work. And you can use SAN or direct attached storage and work within your existing storage infrastructure. Finally, being application- and transaction-aware means that when you recover your files to a specific point in time, the files you recover will be useable—not corrupted. Asempra’s ability to bring this Enterprise-style data protection to midsized businesses makes it a company worth investigating if you’re looking for a CDP solution.”

Dawn Cyr, Senior Editor
Windows IT Pro and SQL Server Magazine

"Small and medium sized enterprises are constantly grappling with how to cost effectively keep their applications available and their data protected on a continuous basis. Asempra’s Business Continuity Server™ provides small and mid-market companies with the instantaneous application availability and real-time continuous data protection they need to keep their business up and running. The Business Continuity Server is an extremely well priced Windows application aware solution that consolidates the needs of backup, business continuity, disaster recovery, recovery management, compliance and governance into one, simple-to-use product.”

Sonia Lelii, Storage Research Analyst
Aberdeen Group



What the Experts and Customers Say about Asempra

“Asempra’s Business Continuity Server transforms the way mid-market companies approach data protection, enabling them to meet -- and even exceed -- SLAs for the protection and recovery of Windows-based applications, files, and volumes. The ROI of this product is potentially huge, calculated from the very first recovery.”

Heidi Biggar, Analyst
Enterprise Strategy Group (ESG)

“Our users always get the data they need when restoring information with Asempra. Not only have we dramatically reduced the time to restore user files but we have peace of mind knowing that the data will be there when we need it. That type of reliability doesn’t exist when using traditional tape for recovering data.”

Marc Waller, IT Support Desk Manager
Oppenheimer and Co., Inc.

“Cool Vendors in Data Protection for 2006”

Gartner



What the Experts and Customers Say about Asempra

“Small and medium businesses are rapidly turning to real-time recovery management solutions to help alleviate the cost and complexity associated with business continuance. Asempra’s Business Continuity Server simplifies the backup and recovery process by providing real-time backup, with instant recovery and guaranteed data integrity. Asempra has created a solution that's reliable and easy-to-use, with a price SMBs can afford.”

Dianne McAdam, Director, Enterprise Information Assurance
Clipper Group

“The importance of data places increasing demands on every company's backup and recovery infrastructure. This poses particular challenges for IT administrators at mid-market companies, who are forced to manage increasing amounts of data with limited budgets and very little staff. Asempra’s Business Continuity Server delivers the enterprise robustness mid-market customers need, and does it at an affordable price.”

Mike Karp, Senior Storage Analyst
Enterprise Management Associates