

## **ASEMPRA BUSINESS CONTINUITY SERVER™ DELIVERS EXCHANGE CONTINUOUS AVAILABILITY FOR TELENAV**

**Santa Clara, Calif. (March 18, 2008)** – Asempra Technologies, the leading provider of continuous availability solutions for Windows applications and data, announced today that TeleNav, Inc. has implemented Asempra's Business Continuity Server (BCS) to provide continuous availability for its mission critical Exchange environment. Asempra's BCS is providing continuously availability and complete data protection for TeleNav's Microsoft® Exchange deployment of 250 users and over 250 gigabytes (GB) of data, delivering an Exchange recovery service level agreement (SLA) measured in seconds.

TeleNav had previously been using traditional tape backup products to protect their Exchange application and data. Their backup infrastructure was unable to meet TeleNav's Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO). With TeleNav's Exchange server essential for e-mail services to employees in Europe, Asia, and North America, daily tape backups could have impacted Exchange performance.

TeleNav estimated that an Exchange storage failure would have resulted in recovery times exceeding a day. "As you can imagine, any length of downtime can be challenging for employees" said Simon Ma, director of IT for TeleNav. Additionally, Ma was very concerned about potentially losing data in between backups and wanted the capability of recovering to any point in time quickly and easily, something tape products could not provide.

Ma worked very closely with Asempra to identify the Exchange SLA that would meet TeleNav's business goals and objectives. After examining several other alternatives – a new tape system, disk-based snapshot, virtual tape library products, and an e-mail archiving product, Ma selected the BCS for its rapid recovery times, capability of recovering to any point in time, continuous data protection capability, and ease of use.

"No other technology or solution we looked at was as compelling as the Business Continuity Server," said Ma. "With the BCS continuously protecting our Exchange server, we no longer worry about data loss, achieving our recovery objectives, or exceeding our IT budget for backup. The BCS's ability to recover to any point in time has already helped us recover from an Exchange corruption event in almost no time and with no interruption to Exchange services."

Asempra's BCS solution protects Microsoft SQL, Exchange, and Windows File Server applications and data through a patented approach that captures and indexes all data events, creating a virtualized data store that allows instantaneous recovery to any point-in-time. Using Asempra's virtualized recovery and data protection technology (Virtual On-Demand Recovery™), Exchange and SQL can be available as fast as 30 seconds after a storage failure. The BCS allows IT administrators to "roll back the clock" so that applications and their data are immediately available at any point-in-time just as they were before outages caused by storage failures, human error, virus outbreaks, or even a datacenter fire. The BCS delivers complete,

uncorrupted data at all times, eliminating the need for multiple, costly manual recoveries that are frequently required when relying on traditional backup and restore technologies.

The BCS combines next-generation storage technologies into an all-in-one solution tailored to mid-market needs. Real-time continuous data protection, application availability, snapshot, replication, disk-based backup, and seamless tape backup technologies ensure business data is always available, 24x7. Bringing together multiple technologies in an easy-to-use solution is dramatically more cost-effective, and easier to manage for mid-size companies with limited IT resources.

"Asempra is very pleased to be the solution that provides 24x7 availability and data protection for TeleNav's essential Exchange e-mail," said Michael Hughes, vice president of sales at Asempra. "Small and mid-market companies, like TeleNav, recognize the value of a cost-effective, all-in-one solution that ensures continuous availability and near-zero data loss for their Windows environment."

#### **About Asempra Technologies, Inc.**

Asempra Technologies is a leading provider of continuous availability solutions for Windows applications and data. Named as a "Best of Connections 2007" Finalist in October 2007, and "Outstanding Choice" by ByteandSwitch in September 2007, Asempra's Business Continuity Server™ enables application availability and data recovery in seconds or minutes, from any location, at any point-in-time. The BCS solves many critical concerns of small to medium sized businesses, providing continuous availability, data protection, disaster recovery, business continuity, and recovery management in one easy to use solution. Tightly integrated with Microsoft Exchange, SQL and Windows File Server platforms, the BCS allows companies to leverage existing infrastructure and reduce management complexity while providing near zero data loss. Asempra is headquartered at 3200 Patrick Henry Drive, Santa Clara, California 95054. For more information, please call 408.215.5800 or visit [www.asempratech.com](http://www.asempratech.com)

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#### **About TeleNav Inc.**

TeleNav, Inc., a privately-held company headquartered in Sunnyvale, California, was the first to launch a cell phone GPS system in the United States. Deployed by 15 carriers in 21 countries, TeleNav is a global leader in wireless location-based services (LBS). Currently, the company's solutions are available in four continents, including North and South America, Asia and Europe.

TeleNav's solutions include GPS navigation, Mobile Resource Management (MRM), asset GPS tracking (AVL), social networking and local search. The company's flagship product, TeleNav GPS Navigator™, is comparable to in-car systems found in luxury vehicles, offering a superior experience with functionality, such as automatically-updated maps and business locations, full color 3D moving maps, traffic alerts and one-click rerouting, location-sharing, business reviews, speech recognition, Wi-Fi hotspot finder, lowest-price fuel finder and more. TeleNav's enterprise application, TeleNav Track, incorporates GPS-enabled tracking, time sheets, wireless forms and

navigation. TeleNav Track is a widely adopted service with over 8,000 customer organizations using it today.

TeleNav products are available on more than 200 wireless devices and run on all major mobile platforms currently available. TeleNav's partners include Sprint Nextel, AT&T, T-Mobile USA, Alltel, Boost Mobile, Qwest, SouthernLINC Wireless, Rogers, Bell Mobility, T-Mobile UK, T-Mobile Austria, China Mobile, Vivo Brazil, NII Holdings, Research In Motion (RIM), Motorola, Samsung, Sanyo, LG, Palm, HTC, Hewlett Packard, Nokia, NAVTEQ, Tele Atlas, deCarta, INRIX, Qualcomm and SiRF Technology Holdings.

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