

The Right Backup Software for Cyber Resilience in the New Normal

Linus Chang, Founder & CEO

News Embargo Date: Monday, 24th August 2020
Announcement Date: Tuesday, 25th August 2020



THE RIGHT BACKUP™

BackupAssist



Delivering **Cyber-Resilience** To 165 Countries

BackupAssist Background

Founded in 2001

- By Linus Chang, from the bedroom
- Pioneering simple and affordable server backup for small business

Mission

- To safeguard our clients' future through **cyber resilience**

Today 2020

- Global business with offices in 5 continents (America, Australia, Asia, Europe, Africa)
- Partners and Customers in 165 countries



Our Cyber-Resilience Suite

BackupAssist WFH
Work from Home
Backup and Recovery

BackupAssist Classic
Traditional Backups for
Windows Servers

BackupAssist ER **NEW**
Express Recovery
& Expert Response



BackupAssist 365
Office 365 and Hosted
Mailbox Backup

Specialize in SME backup and recovery.

Over 200,000 servers protected to date

Channels to market:

1. Direct website sales
2. Partners (MSPs and Resellers)
3. Distribution channels



GOVERNMENT SECURITY FINANCE TELCO BENCHMARK AWARDS DIGITAL NATION COVID-19

Twitter Facebook LinkedIn RSS LOG IN SUBSCRIBE

Garmin confirms cyber attack caused system outage

By Juha Saarinen
Jul 28 2020
11:34AM

1 Comment

Twitter Facebook LinkedIn Email Print

RELATED ARTICLES

- Garmin goes down after suspected ransomware attack
- Regis Healthcare loses

Expects to be back online in the next few days.

Activity and location tracker company Garmin has confirmed that last week's outage was caused by a cyber attack that encrypted some of its systems, but stopped short of saying it was caused by ransomware.

On July 24, many of Garmin's online services went **offline** along with its call centres, email and online chat systems.

Users were unable to access the services and sync their data, and the outage affected Garmin's avionics products as well.

Now Garmin **said** it "was the victim of a cyber attack that encrypted some of our systems".



Hacking and Malware

- **Asymmetric battle:** small business vs. state sponsored hacking
- Plus the traditional threats – natural disaster, human error, theft



Covid-19 problems

- No one in the office; playground for hackers
- Traditional “disk swapping” methods don’t work in a lockdown
- **Unattended resilience** must be possible (backup + recovery)



Compliance

- Stringent regulations
- Fines for violations



Matching the Market Wants

1

Cost – make it affordable!

Automatic offsite backups
with history and retention

2



3

Most recoveries are local
– so make them fast!

The option to recover
In the cloud, if needed

4

Current Options

Traditional Backup (Legacy)

- ✓ Time proven
- ✓ Inexpensive
- ✓ Retain historical data
- ✗ Slow(er) recoveries
- ✗ Boring and unsexy

BackupAssist ER (The best fit)

DRaaS (The buzz)

- ✓ Appliance based
- ✓ Fast recovery
- ✓ Recover locally / in cloud
- ✗ Far more expensive
- ✗ Vendor lock (e.g. data retention)

What is BackupAssist ER ?



1. Backup Software
2. Install it on Windows Servers
3. It performs disk to disk to cloud backups
(and both are bare metal capable)

CryptoSafeGuard

1. Shield from unauthorized access
2. Detect – Alert - Preserve

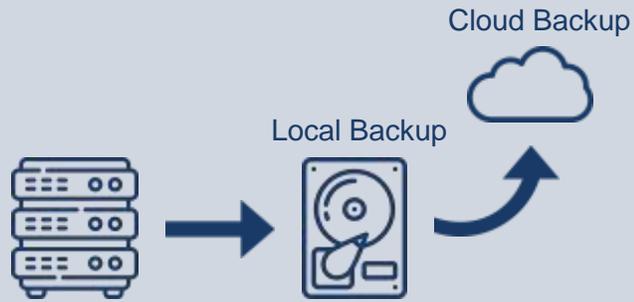
Disaster recovery (business continuity) methods:

1. VM Instant Boot
2. Bare Metal Recovery (BMR)
3. Download cloud backup to anywhere

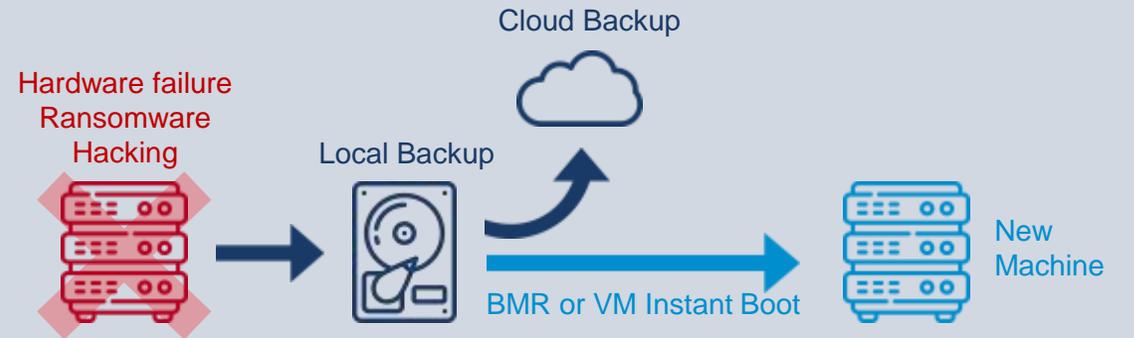
Data recovery methods:

1. Granular files – to a point in time
2. Granular Exchange – to a point in time
3. Granular Applications – to a point in time

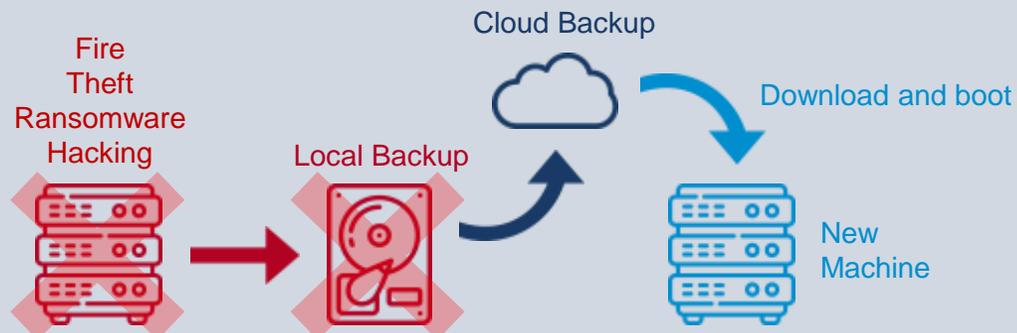
Recover Anywhere



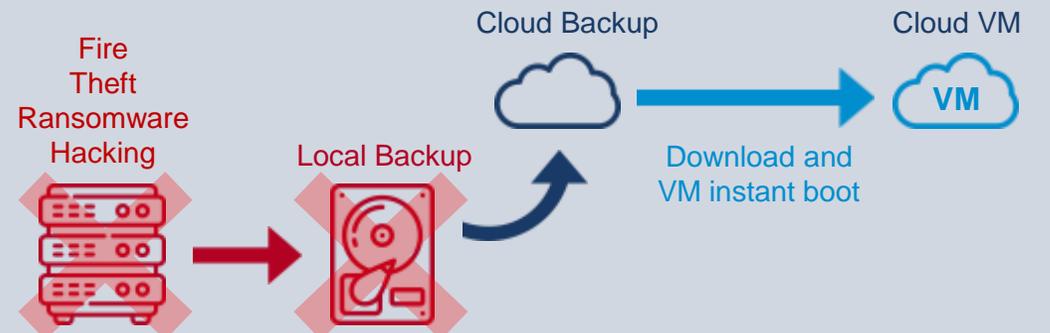
Disk to Disk to Cloud Backup



Local Disaster Recovery from the local backup



Local Disaster Recovery from the cloud backup



Cloud VM Disaster Recovery from the cloud backup

Business Continuity and Data handling

	Traditional backup	BackupAssist ER	DRaaS
Business continuity			
Recover locally	✓	✓	✓
Recover in the cloud	✗	✓	✓
Recover anywhere	✗	✓	⚠ ... it depends
Data handling and control			
Data accessibility	✓	✓	⚠ ... it depends
Data portability	✓	✓	⚠ ... it depends
Data retention	Inexpensive	Inexpensive	⚠ tiered pricing
Costs	\$	\$	\$\$\$

RPOs and RTOs

	Traditional backup	BackupAssist ER	DRaaS
RPO	Last night	Configurable: ~ 1 hour to daily	Hours to minutes
RTO	Hours	Local: near instant Cloud: hours	Local: near instant Cloud: near instant but it depends...
Costs	\$	\$	\$\$\$

BackupAssist ER can be **75% cheaper**

How is BackupAssist ER so affordable?

	Traditional backup	BackupAssist ER	DRaaS
Local component			
Hardware	DAS / NAS	DAS / NAS	Proprietary appliance
Software	Low	Low	
Costs	\$	\$	\$\$\$

	Traditional backup	BackupAssist ER	DRaaS
Cloud component			
Storage	File or blob storage	Blob storage – compressed & deduplicated	Proprietary cloud, always on standby
Compute	N/A	On demand	
Costs	\$	\$	\$\$\$

BackupAssist ER = “Disaster Recovery on Demand”

- Use cheap cloud storage for the 99.x % of the time you don’t need it “live”
- Only incur compute costs on demand



Where to put your local backup	DAS/NAS/SAN
Where to put your cloud backup	Public cloud: AWS/Azure/Wasabi/Digital Ocean/S3 compatible Private cloud: self hosted S3
Where to recover	Local / public cloud / private cloud



You can choose your own “certified cloud” or host yourself

Data accessibility:

Backup file format

VHDX file

Data retention:

Local retention

Keep N copies
(GFS on the roadmap)

Cloud retention

Keep X copies
(GFS on the roadmap)

Archival retention

Keep a backup on a HDD, and retain for years



BackupAssist ER **NEW**

Express Recovery & Expert Response

Enterprise grade technology affordable to the SME market

- Intelligent design to balance service level vs. costs
- Near-instant RTO for local recoveries, **option** to recover in the cloud
- Save money 99.x% of the time: blob storage, deduplication & compression

Security! Security! Security!

- Dual redundancy – backup data is onsite and offsite
- Data encryption in transit and at rest
- Full control of data

Automation

- NO human intervention required
- Lock-down (Covid-19) friendly

Compliance

- Choose your own storage, incl. "government approved" cloud storage
- Support from public and hybrid cloud (major + minor vendors)
- Comply with data security (encryption) and retention laws

Value for money, and
licensing that's easy to
understand

That makes BackupAssist the right backup!



BackupAssist ER makes it easy, giving you Express Recovery for low downtime, and Expert Response options in an affordable software package.

per
**Physical
Machine**

\$399 USD
Annually

[Buy Now](#)

per
**Virtual Guest
Machine**

\$199 USD
Annually

[Buy Now](#)

per
Virtual Host Machine

Best value for 4+ guests on the
same host

\$699 USD
Annually

[Request Quotation](#)

**Discounts for
multi-year subscriptions**

10% discount for 2 year subscription

20% discount for 3 year subscription

30% discount for 5 year subscription

**Discounts for
bulk purchases**

Purchasing for 5 or more machines?
Learn about bulk licensing discounts.

[Request Quotation](#)

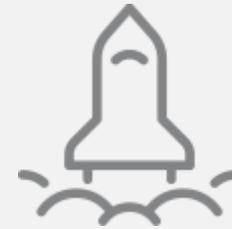
Virtual machine licensing: You may either license by Virtual Guest, or by Virtual Host. If you run 4 or more guests on the same host, it is more economical to license by host. Regardless of the license, BackupAssist ER is always installed on each **guest** machine.



Direct

BackupAssist Store:

<https://www.backupassist.com/store>



Channel

MSP can provide a great
Backup and Recovery as a Service
offering

QUESTIONS?

THE RIGHT BACKUP™

BackupAssist



Delivering **Cyber-Resilience** To 165 Countries

CLIENT SUCCESS

+1-812-206-1691
sales@backupassist.com

MEDIA ENQUIRIES

+1-812-206-1691
media@backupassist.com

PARTNER SERVICES

resellersupport@backupassist.com

 www.backupassist.com