



BackupAssist™

Windows® Backup Made Easy!



The Complete Backup Toolkit for SMB

Centralized Monitoring

Drive Imaging

File Replication

Internet Backup

SQL and Exchange

Hyper-V Backup and Restore

Zip-To-Tape Backup

Key Benefits for Clients

A complete, world's best practice solution

Clients can rest assured that the quality of their backup solution is second-to-none. The underlying backup technologies and methods used in BackupAssist are all well established, well supported and used by millions.

And because BackupAssist combines multiple backup technologies into an overall strategy, your clients are protected from the entire range of disaster scenarios – not just a subset.

Massive price savings

Thanks to BackupAssist's approach of leveraging the best backup infrastructure available (instead of reinventing the wheel), we can deliver equivalent or superior functionality at a fraction of the cost of other backup software solutions.

- The average client will save a minimum of \$450 (64%) per server, for a basic Disaster Recovery solution.
- For more advanced requirements like application or Internet backup, the savings can be thousands of dollars per server!

Straightforward user instructions for backup success

Where user participation is required, such as swapping the backup media onsite and offsite, simple instructions are emailed to the user to minimize human error.

Long term data retrievability

Thanks to BackupAssist's use of well known, popular or open backup formats, your clients are guaranteed to be able to retrieve their data years into the future. Backups made with BackupAssist can be restored on any machine and with no additional software.

For pricing information, visit our website at
www.BackupAssist.com



Key Benefits for Resellers

Simplified administration

Designed specifically for ease of use with a range of built-in backup schemes and one-click strategies, many VARs report significant time savings in setup and ongoing maintenance.

- Cuts across the complexities normally associated with backups
- Avoids the overkill of more complicated and expensive solutions
- So simple, no certification course is required.

Best-fit solution for each of your clients

BackupAssist is the world's ONLY solution that covers all pieces of the backup puzzle – drive imaging (p4), file backup (p5), application backup and Internet backup (p6). This means:

- You can pick and choose the components suitable for your clients
- Your clients only pay for what they need
- Value adding opportunities are available.

One backup platform for all your clients with Centralized Monitoring

Supporting 10, 20, 50 or more clients is made easy thanks to the Centralized Monitoring Console (p7).

- One vendor, one product
- One daily status email for all your clients.

A pleasurable vendor experience: easy to buy, easy to support

We believe strongly in supporting the SMB community and offer:

- Reseller programs
- Easy to understand SKUs
- Legendary customer service
- Opportunities to provide feedback and participate in future development!



Drive Imaging



Windows Vista, Windows 7, Server 2008 and 2008 R2



Fast disaster recovery



Scheduled and monitored

Technical capabilities of the Microsoft Block Level Backup Engine

Simple OS recovery from bare metal

Using a boot disc, launch the Windows Recovery Environment (WinRE). Start the restore and the rest is automatic.

Fast incremental images

Enables frequent images to reduce the window of potential data loss. Past backups of files are stored as shadow copies.

Automatic disk management

Space occupied by old backups is automatically reused as the disk fills up.

VSS aware for "hot backups"

Achieve data-consistent backups of applications (Exchange, SQL, etc) and files with zero downtime.

Management capabilities provided by BackupAssist

1. Advanced scheduling

With a simple point-and-click interface

BackupAssist allows for Monthly, Weekly, Daily, and intra-day backups so you can choose how often you want to create an image backup.

2. Built-in rotation schemes

Out of the box strategies

With strategies for rotating media onsite and offsite and clear user instructions emailed to the backup operator, it's hard to go wrong!

3. Multiple backup jobs

Overcome backup size problems

On larger systems where it is impractical to perform daily full image backups, you can create multiple jobs to different hardware. For example:

Select scheme

- Daily rotating: Organizations who require daily images
- Daily + Weekly Rotating: Organizations who need backups that go back a number of weeks

Daily (N)

- Daily 1
- Daily 2
- ...
- Daily N

Weekly (0)

- Weekly 1
- Weekly 2
- ...
- Weekly 0

Options:

- Full backup each day
- Full backup once per week
- Stored onsite
- Stored offsite, brought onsite

Weekly Job

2TB - Weekly Backup entire system to mass storage

Daily Job

500GB - Daily Backup data volumes to rotating 2.5" USB drives

4. Comprehensive reporting

Beyond a simple "Success" or "Fail"

HTML reports show you vital statistics, the cause of any failures, and even any human errors in the media rotation.

"Quikstor" Report

Date: Friday, August 08, 2008 11:47:28 AM

✓ "Quikstor" Successful

Errors / Warnings Summary

Process	Error / Warning
Destination Check	BA228 A new Quikstor cartridge is inserted

5. Monitoring integration

Notify your management systems

Events are logged in the Windows Event Log for success, warning or failure, for easy integration with monitoring systems.

Level	Date and Time	Source
Information	8/8/2008 12:36:04 PM	VSS
Information	8/8/2008 12:30:42 PM	BackupAssist

Event 5633, BackupAssist

General

Backup job rdx Quikstor completed successfully.

Destination: Tandberg rdx QuikStor drive
Start time: 8/8/2008 12:28:33 PM
End time: 8/8/2008 12:58:35 PM

6. Simple restore process

Using the BackupAssist Restore Console

Browse or search for particular files across all your image backups.

BackupAssist Restore Console

Load backups: 6 backups loaded

Search for: [File search]

Search results - 22 files found

File name	Version...
MySqlBackup.dif	1 25/02/2010 1
MySqlBackup.dif	1 25/02/2010 1
MySqlBackup.man...	1 25/02/2010 1
MySqlBackup.job	1 25/02/2010 1
MySqlBackup.vhous...	1 25/02/2010 1
MySqlCnd.coffms	1 25/02/2010 1
MySqlCnd.exe	1 25/02/2010 1
MySqlCnd.exe	1 25/02/2010 1
MySqlCnd.manifest	1 25/02/2010 1
MySqlCnd.manifest	1 25/02/2010 1
MySqlCnd.apprefms	1 25/02/2010 1
MySqlCnd.refms	1 25/02/2010 1

7. Hardware integration

Supporting devices that Windows won't

With BackupAssist's full support for many devices, even those without native Windows support, integration problems are a thing of the past.

- ✓ USB / 1394 HDD
- ✓ NAS
- ✓ RDX & REV Drives.

8. Scripting

For advanced requirements

Run scripts before and after the backup, with conditional execution depending on backup success or failure. You can even prevent the backup from starting if preconditions are not met.

9. Complete data protection

A flexible solution to suit all needs

Use BackupAssist to create image backups of individual VSS applications (Exchange, SQL, SharePoint) or the System State*. And combine Drive Imaging with File Replication & Internet backups for complete data protection.

*Server 2008 R2 only (excludes REV/rdx drive backups)

File Replication & Mirroring



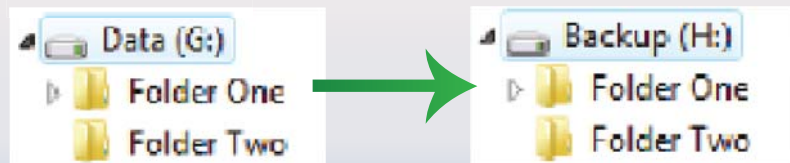
Mirror and backup

Scheduled and monitored

- ✓ **Single Instance Store**
saves space, extends backup history
- ✓ **Exact copies of files**
all attributes preserved
- ✓ **System State backup and restore**
restore system settings in the event of a disaster
- ✓ **Fully VSS compliant**
back up open files and applications for data integrity
- ✓ **Your choice of media rotation**
for multiple, redundant backups
- ✓ **Easy file and application restore**
using the BackupAssist Restore Console

Mode 1: simple data mirror

Create an exact replica of your selected files and folders to a backup device.



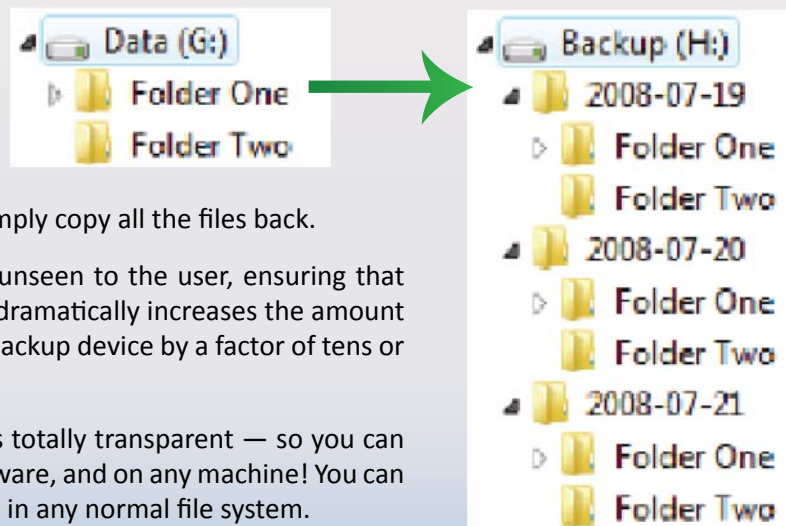
Mode 2: backup with history

Create a series of mirrors on your backup device, one for each day.

Each day's backup looks exactly like a self-contained mirror of your data. To restore, simply copy all the files back.

BackupAssist's Single Instance Store is working unseen to the user, ensuring that only one unique copy of each file is stored. This dramatically increases the amount of backup history that can be stored on a single backup device by a factor of tens or hundreds!

The best thing is that the single instance store is totally transparent — so you can copy your files back without any proprietary software, and on any machine! You can also search for files within your backups, just like in any normal file system.



Combine with Media Rotation for multiple, redundant backups

The standard practice of swapping backup devices is great for taking backups offsite, and insuring against damage to a particular backup device.

Combine our Single Instance Store with media rotation to provide a rich backup history and achieve enhanced data protection. BackupAssist's range of best-practice built-in schemes make this as simple as clicking a button!

Example rotation strategy - 4 USB HDDs



Fully Automated

Scheduling & monitoring built-in

Your backup jobs are automatically scheduled and monitored with BackupAssist's one-click scheduler and informative HTML reports.

VSS Support

Open files and VSS apps (Exchange, SQL, SharePoint)

Choose VSS applications to back up from a list of locally detected applications. A VSS snapshot before the backup makes sure that open files are copied in a consistent state.

Exact File Copy

Retain NTFS attributes and dates

All file attributes and dates are preserved. This means more accurate backups than even the built-in "copy" command in Windows!

Hardware Support

- ✓ USB / 1394 HDD
- ✓ RDX Drives
- ✓ NAS
- ✓ REV
- ✓ Local directory

Internet / Cloud Backup



Securely and efficiently backup via the Internet

- ✔ **Bandwidth efficient**
bit-level data transfers
- ✔ **Secure encryption**
over the wire & at data host
- ✔ **Your choice of data host**
offers unparalleled flexibility
- ✔ **NTFS support**
backup NTFS streams and security
- ✔ **Fully monitored**
with report emails
- ✔ **VSS support**
backup open files & applications
(Exchange, SQL, SharePoint)

Your choice of where to host your backup data

Unlike most Internet backup systems, which lock you into a particular host, BackupAssist for Rsync helps you save money by allowing you to choose where you want to store your data. And with Backupassist's military grade AES-256 encryption features and support for the Rsync protocol, you can backup to any Rsync cloud provider, such as Amazon S3 Rsync, or RSync.net.

Internally hosted: at another location within the company

Eg. to the boss's home, to a different office/campus



You have complete control over your data. Never pay for monthly hosting fees!

Externally hosted at your VAR

Eg. at your I.T. Consultant's premises



Have your trusted I.T. Consultant host your data for additional security and peace of mind.

Third-party datacenter

Eg. a BackupAssist partner datacenter, Amazon S3, etc.



The hassle-free, secure and premium grade solution using high end, fault tolerant infrastructure.

The two modes of operation

Mode 1: Simple Data Mirror

Create an exact replica of your selected files and directories on a remote backup server. This is useful for keeping a "standby copy" of your data safely offsite.

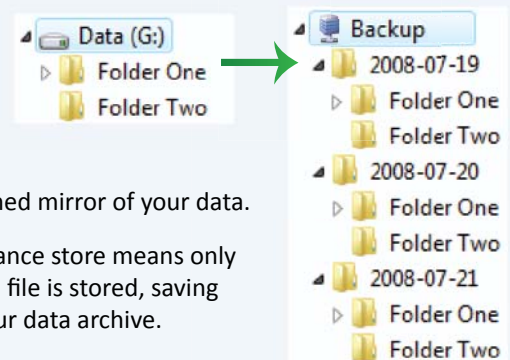


Mode 2: Backup with History

Create a series of mirrors on your remote backup server, for various points in history.

Each day's backup looks exactly like a self-contained mirror of your data.

However, our single instance store means only one unique copy of each file is stored, saving space and expanding your data archive.



Secure over the wire

Transmissions across the Internet are compressed and encrypted—safe from prying eyes.

Secure at host

Data stored on the host is also compressed and encrypted with AES-256 level encryption.

No prerequisites

The BackupAssist solution runs on all current Windows OSs. Data hosts can be Windows or Linux

Set and forget

A fully automated system with no human interaction required! Monitor progress with the daily email report.

Exchange Mailbox Backup



Emails, Contacts, Calendar, Notes, Public Folders

- ✓ Exchange 2003, 2007, 2010
- ✓ Fast item & mailbox restore
- ✓ Cost effective
- ✓ Fast Incremental Backups
- ✓ Standard PST file format
- ✓ Easy setup & reporting

Clever design for flexible brick-level backups and restores

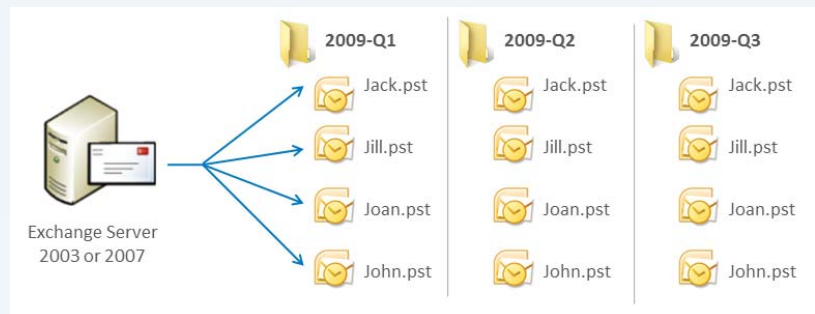
The BackupAssist Mailbox Add-on exports Exchange items into separate lightweight PST files on a daily basis. The export is fast, because only changes since the last backup are exported.

Data is stored in PST format so it's easy to recover:

- ✓ Open the PST in Outlook and drag & drop items
- ✓ Use the BackupAssist Restore Console to mass restore items

Simple installation and setup:

- ✓ Install on Exchange Server, or separate server
- ✓ Supports ANSI and Unicode* PST files with overflow
- ✓ Install on 32 or 64 bit OS machines



*Unicode with Outlook installed

SQL Server Backup



Backup and Recover SQL Servers Easily

- ✓ SQL 2000, 2003, 2008, 2008 R2
- ✓ Daily or near-continuous protection
- ✓ Entire servers or individual databases
- ✓ Supports local & remote databases

Comprehensive SQL protection

Enhanced protection throughout the day

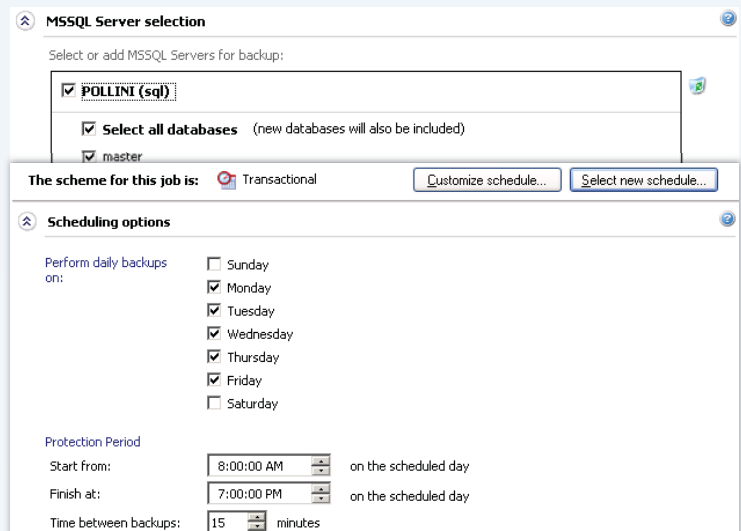
- ✓ Fast transaction log backups at regular intervals (e.g. every 5, 10, 15 minutes) to minimize window of data loss
- ✓ Point-in-time-recovery

Data is stored in BAK format so it's easy to recover:

- ✓ Restore using SQL Server tools
- ✓ Use the BackupAssist SQL Restore Console to recover entire servers, including the master database

Simple installation and setup:

- ✓ Install on SQL Server, or separate server
- ✓ Supports unlimited number of local / remote databases and instances



Tape Drive Backup



Fast compressed backups to tape using the ZIP64 standard open format.

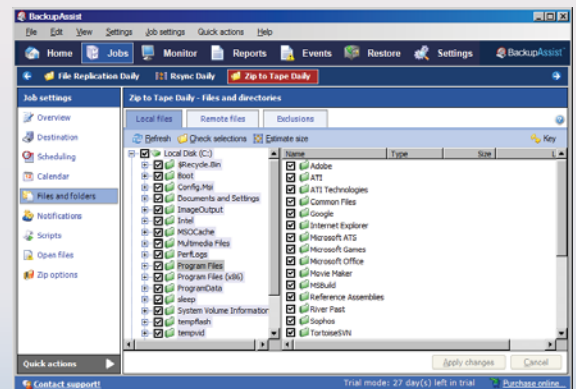
- ✔ Replacement for NTBackup on Server 2008.
- ✔ For use with stand-alone tape drives.
- ✔ Fully automated, automatic Zip to tape.
- ✔ Multithreading architecture tuned for speed, out performs other ZIP programs by a factor of three!
- ✔ Data compression on-the-fly.
- ✔ 256-bit AES data encryption.
- ✔ Support for VSS, open files & applications.
- ✔ 100% faithful restore including security, file details, time stamps, alternate data streams.

Versatile, easy tape backup using the ZIP64 standard.

BackupAssist's ZIP to tape solution is a simple, yet powerful, automatic backup solution suitable for all organizations.

With in-built scheduling, media rotation schemes, reminder and report emails, it's a complete solution "out of the box". Selecting files & folders to backup is as easy as selecting some checkboxes.

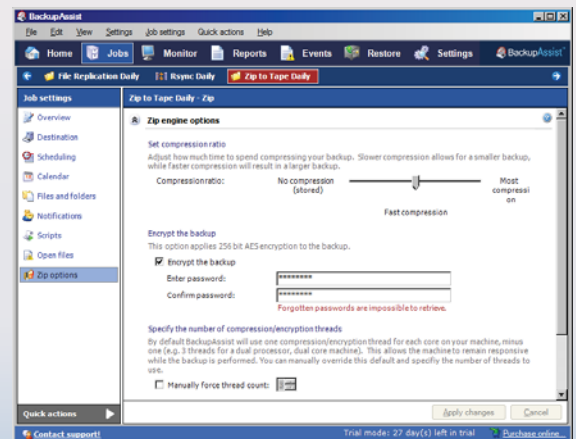
VSS support means you can back up open files, applications and databases with confidence in the integrity of your data.



Compression, Encryption and Threading.

Our multi-threading architecture makes backups fast! Data selected for back up is compressed and encrypted in real time (on-the-fly), to save storage space. Backups can also be protected with a password using 256-bit AES encryption.

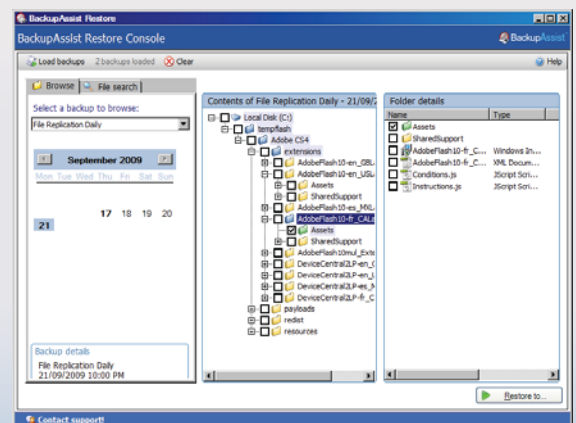
And as your backups are stored in the ZIP64 format, there's no restriction on the size of a backup or the number of files that can be stored in a single .ZIP archive.



Fast, easy restore from tape.








The BackupAssist Restore Console makes restoring data simple. You can browse the contents of your backups and select data in the same way that you might browse your file system.

You can also search for files across all your backup sets by inputting the name of the file or using a wild card like *.doc. Once you've selected what to restore, you simply choose to restore it to the original or alternate location. It's that easy!



Hyper-V Backup and Granular Restore

A simple method that saves time, disk space and money.

-  Straightforward backup strategy with simple setup.
-  Cost effective: around 10% of the major competitor.
-  Use the Hyper-V Config Reporter tool to document Guest VM settings for easy migration or recovery.
-  Saves disk space, time & money.
-  No need for separate backups of Host & Guest.
-  Backup unlimited Guest machines, no restrictions!
-  2 step, 2 minute Granular restore process makes it easy to retrieve individual files & documents.

One backup as your baseline Disaster Recovery strategy

The BackupAssist solution involves imaging the physical Host as your baseline. From that image, you can restore the complete server, individual Guests, or even files and folders within the Guests. You can even select individual Guests VMs for backup. Having one backup that can do it all means you save disk space, time and money.

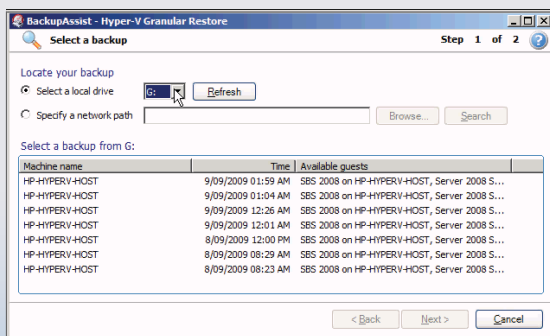
Optionally add extra layers of protection for Exchange, SQL and Rsync

It's easy to add extra layers of protection using the Exchange Mailbox Add-on to protect mailboxes at a granular level, or add basic email archiving. Use the SQL Add-on for near-continuous protection of SQL databases, or the BackupAssist for Rsync module for automatic bandwidth-efficient Internet based backups.

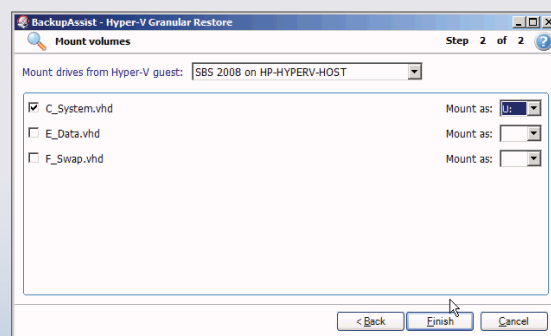
2 minute Granular Restore Wizard for files and folders in Guest VMs

Restoring files and folders that live in Guest VMs has never been easier with the BackupAssist VM Granular Restore Console. It gives you the ability to retrieve any file, folder or document of any Guest VM from an image backup of the Host, even from backups stored on a NAS device. It's literally a 2 minute, 2 step process:

Step 1 - Select your backup



Step 2 - Choose which Guest and volumes to mount



Export VHD files from a backup to a guest

Easily export Guest VM drive volumes from a backup as separate VHD files VM without any manual Powershell scripting. This means you can easily rebuild a virtual machine in the event of a major disaster scenario.

Recovery scenarios

1. Recover the entire server from bare metal.
2. Restore all Hyper-V VMs to a different Host.
3. Restore a single VM to a different Host.
4. Recover a complete Exchange Server.
5. Recover individual Exchange mailboxes & items.
6. Recover specific files & folders.
7. Restore a single VM.
8. Restore specific files & applications on a Guest.
9. Recover SQL Server databases.
10. Onsite & offsite data protection.

Supported Hosts: Windows Hyper-V Server, Server 2008 Core with Hyper-V Role, Server 2008 with Hyper-V Role.

Supported Guests: Windows XP, Server 2003, Vista, Server 2008, Windows 7.

BackupAssist Restore Console



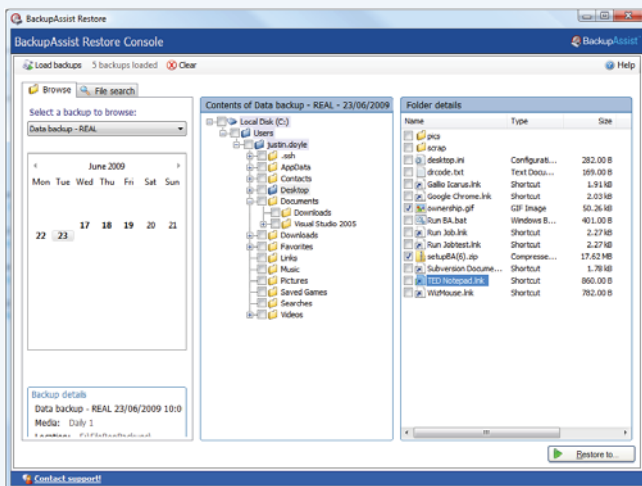
Restore files, System State, applications and Exchange mailboxes

- ✔ Cover many restore tasks from many types of backup
- ✔ Find individual files across all your backup sets
- ✔ Restore multiple versions of files with full version history
- ✔ Choose what to restore entire applications or individual components
- ✔ Recover mailboxes & public folders to both local and remote Exchange Servers

Two ways of restoring your data

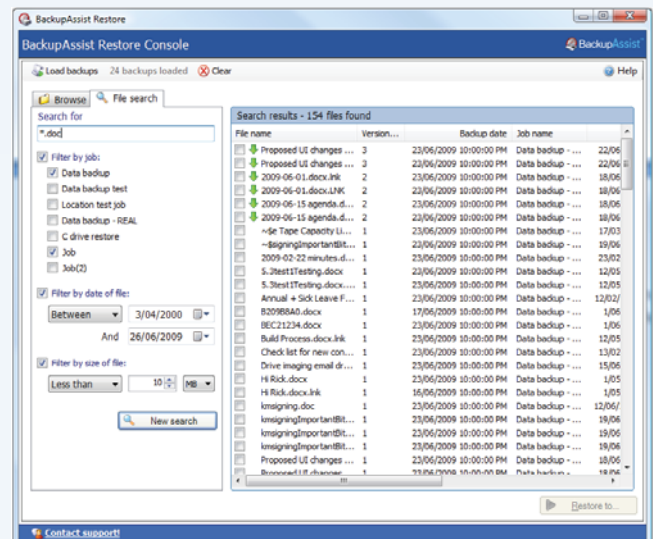
1. Restore from a particular backup

The BackupAssist Restore Console makes it easy to select data to restore. You can see which days you have backups for at a glance and it's a simple matter of selecting the data you wish to restore from any particular date!



2. Free search

The Restore Console's file search facility allows you to quickly find the data you want. You can even use a wildcard search to locate that difficult-to-find file, as well as view the version history for each file and restore one or more versions of the same file.



Cover a range of advanced restore tasks

VSS applications

Restore entire VSS applications or individual components with minimal interruption to your business.

All VSS applications, such as Exchange, SQL, or Hyper-V, will be automatically listed and available for restore. You can choose to either restore the entire application, or drill down and select individual components (databases, storage groups, etc) to restore.

System State

Easily restore the System State from a File Replication or Zip backup on current Windows operating systems, including Windows XP, 2003, Vista, Server 2008, 2008 R2 and Windows 7.

The Restore Console will take a VSS snapshot of the volumes to be restored so you can easily return to a pre-restore state using Windows' previous versions feature if required.

Exchange mailboxes

Restore mailboxes and public folders, specifying which users' mailboxes to recover and the date range of the mail items you want to retrieve. You can also choose where to restore your mailboxes: either directly back to the local Exchange Server, or to an alternate remote Exchange Server of your choosing, making migrating users' mailboxes to a new Exchange Server incredibly straightforward.

Centralized Monitoring for BackupAssist



Monitor multiple installations from a central location

Powerful features

- ✓ Daily summary email shows the backup status of all your clients in one concise report
- ✓ Web console shows results and reports in one location, accessible on the web
- ✓ Customized value-adding PDF reports for your clients with your name and logo.

Easy to use

- ✓ No additional hardware, software or configuration required;
- ✓ Designed to help VARs save time, better serve clients and make more income
- ✓ Also useful for large organizations with multiple sites, servers and jobs.

Daily summary email

- ✓ Summary at the top shows problem sites clearly
- ✓ Full details of all the previous day's backups are shown
- ✓ Full report for individual jobs available by clicking a link
- ✓ Report also shows you if a backup was missed.

This report is great for monitoring many servers and jobs. Instead of receiving one email per job, which fills your inbox very quickly, all backup results are combined into a single email.

Jobs that require urgent attention

Client	Computer	Job Name	Last successful*
Carrot Ltd	SBSSERVER Ver. 4.1.0	Daily USB HDD backup	26/May/2008 10 days ago
Apple Ltd	SBSSERVER Ver. 4.0.16	Daily full tape backup	02/June/2008 3 days ago

Results for 06 June 2008

Client	Computer	Job Name	Last Result	Date Run	Duration
Apple Ltd	SBSSERVER Ver. 4.0.16	Daily full tape backup	Errors occurred BA211 - No tape in the tape drive	5/6/2008 03:00 AM	1h5m
		01-Jul-2008 Tape Drive is in closet located in back office	HDD	5/6/2008 04:30 AM	45m

Web console

- ✓ Monitor results from anywhere in the world
- ✓ Many different, powerful reports are available, such as:
 - All backup results in last 24 hours
 - The status of all backup jobs and individual job reports
 - Graphs of data growth for individual clients.
- ✓ History is kept for 90 days.

The web console shows reports for all your clients, servers and jobs. Just like the reports in BackupAssist, the backup results are presented in a clear, concise format.

Backup History

Client: Carrot Ltd Computer: All Job: All

Date Run	Job Name	Label	Computer	Backup Result
6/6/2008 Full report	Daily full tape backup	Monday	SBSSERVER	Errors occurred BA211 - No tape in the tape drive
6/6/2008 Full report	Daily NAS backup	Monday	EXCHSVR	Successful
6/6/2008 Full report	Daily REV drive backup	Monday	SBSSVR1	Successful
6/6/2008 Full report	Daily USB HDD backup	Monday	SBSSERVER	Major warnings BA217 - The wrong external drive is connected.
6/6/2008 Full report	Weekly tape backup	Week 1	FILESERVER	Successful
5/6/2008 Full report	Weekly CD/DVD backup	Week 1	FILESVR	Minor warnings BA705 - One or more files were not backed up.
3/6/2008 Full report	Daily full tape backup	Friday	SBSSERVER	Errors occurred BA235 - Cannot find external drive - ensure it is connected
3/6/2008	Daily NAS backup	Friday	EXCHSVR	Successful

.PDF reports

- ✓ Suitable for presenting to a client on a monthly basis
- ✓ Rebrandable – use your company name and logo
- ✓ Different PDF reports are available, such as:
 - Success rate over the last month
 - Data growth over the last month.

From these reports, you can show your clients how well protected they are and plan future hardware upgrades. You can even print, bind and present these reports to your clients as a value added service.



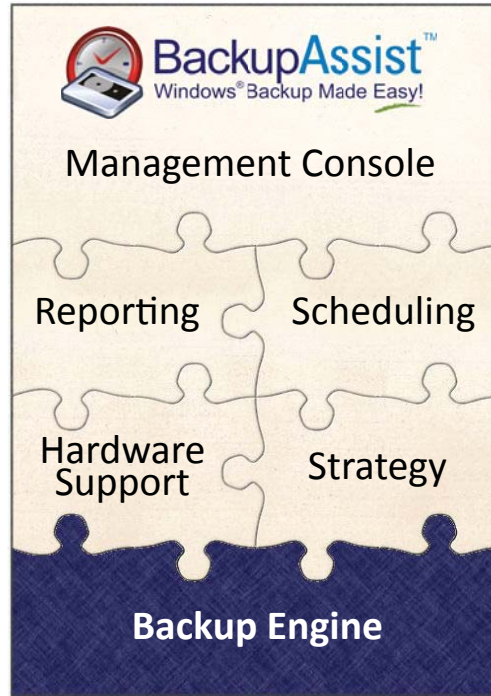
VARs: Create a value-added service for your clients

Use BackupAssist's Central Monitoring features to help deliver a backup monitoring service to your clients and create an income stream.

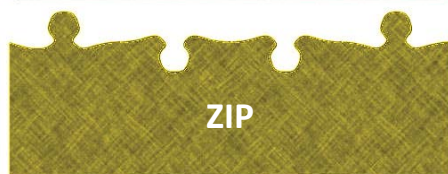
Large Organizations: simplify administration

Reduce the overheads and costs in monitoring your backups, making it easy to monitor multiple sites, servers and jobs.

Solving the Puzzle of SMB Backup... with Brilliant Simplicity



Included in BackupAssist



Requires add-on product



Simple • Affordable • Reliable

www.BackupAssist.com