



# Comprehensive Data Protection

## for Small and Medium Businesses

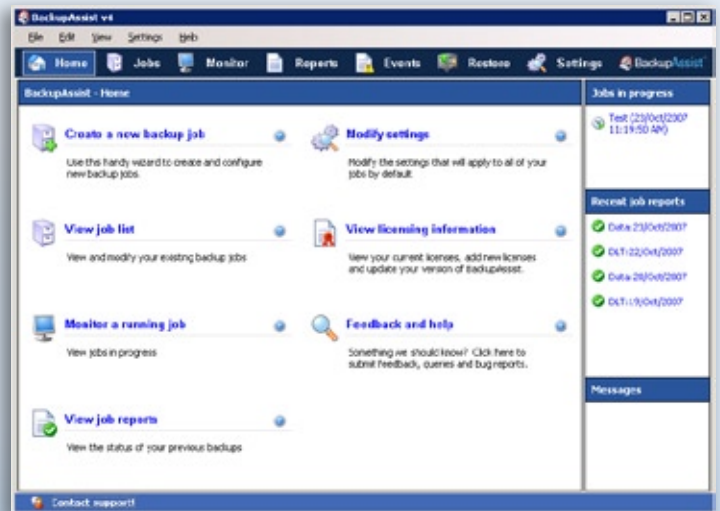
BackupAssist is the world's first backup software solution that addresses the specific needs of **small to medium businesses**. With the right mixture of **value, features and functionality** BackupAssist enables you to setup a reliable backup strategy in minutes, and enjoy the reassurance of secure data protection.

# Why should I use BackupAssist?

## 1. Easy to set up, and use. Save time, avoid frustration

BackupAssist is designed for ease of use by non-technical users. We perform the “hard work” usually associated with setting up backups, so you experience a convenient, yet powerful graphical user interface.

The Initial Setup Wizard makes it easy to install and use. And after the initial setup, there’s no extra maintenance that you have to do! It’s truly hassle free so you don’t waste time writing and testing batch scripts.

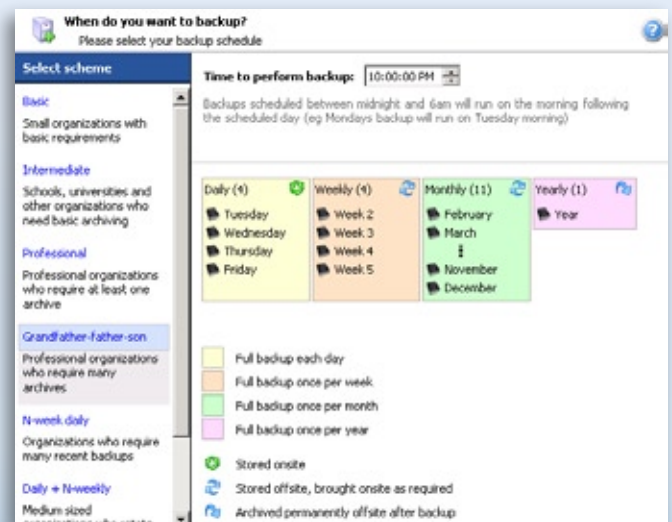


## 2. Implement a reliable strategy “out of the box”

A reliable backup strategy allows you to restore data from different points in history. This is done through a media rotation scheme, and for the new user, it can be complex to implement.

BackupAssist™ implements your choice of media rotation schemes, at the click of a button! You enjoy the security and reliability without going through the learning curve.

Regardless of the type of backup hardware or media you are using BackupAssist has schemes to suit all devices.



## 3. Intelligent Reporting to avoid silent failures

Just like a second hand parachute, conventional scripts and scheduled tasks leave businesses vulnerable. You simply don’t know that a backup has failed in the past until you try to restore — and by then it’s too late!

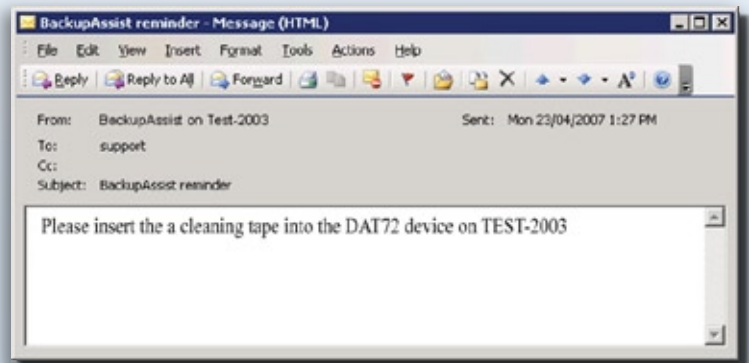
BackupAssist™ overcomes this by monitoring and verifying the backup process, and emailing the backup results to your administrator. This gives you back control and confidence so if a backup fails, you’re informed and can take appropriate action.



## 4. Simple instructions so you can't go wrong!

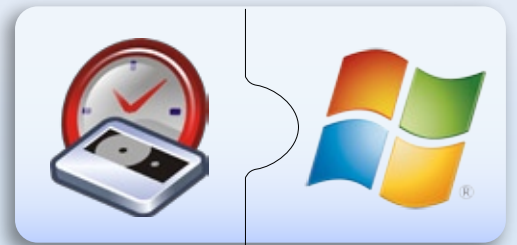
Of course, a backup strategy is only worthwhile if it's followed. BackupAssist™ ensures this by emailing simple instructions to your office administrator or secretary. When action is required (usually daily) an email is sent, clearly stating which tape or media to put in the drive.

This minimizes the possibility of human error, so you know with confidence that your data is protected.



## 5. Integrates with Microsoft's Windows Backup Facilities

Because BackupAssist employs Microsoft's backup technology, you can be confident in quality of the backups. This core technology comes standard with Windows, so your backups can be restored on any Windows machine, even if BackupAssist is not installed there! And you are not locked into the proprietary formats of other software vendors.



## 6. Priced competitively

As a bonus, because we use the existing infrastructure provided in Windows, we are not re-engineering the wheel. We pass this benefit onto you in the form of cost savings.

BackupAssist is priced very competitively in the marketplace, meaning that you save money without sacrificing quality.

	Competitor*	BackupAssist
Price per Windows® Server + Exchange Backup	USD \$2091.31	<b>USD \$229</b>
Easy setup with Configuration Wizards	✓	✓
Industry-standard rotation schemes	✓	✓
Email reminders for easy management	✓	✓
Email reports to eliminate 'silent failures'	✓	✓
Backup files in standard Microsoft format	Optional	✓

\* 'Competitor' is a major vendor. The RRP prices quoted here were taken from the competitors website on November 7th 2007. Prices are in US dollars.

## Extend BackupAssist with optional add-ons:

### Exchange Mailbox Add-on



- Automatic backup of Exchange mailboxes.
- Simple restoration of individual emails, calendar, tasks, notes, contacts or entire mailboxes.
- Can be configured to archive all incoming and outgoing emails, thereby achieving compliance requirements

### SQL Add-on



- Live, online backups of SQL Server databases
- Optional incremental backups throughout the day gives near-continuous data protection.
- Straightforward restore wizard makes database recovery easy for individual databases and complete servers.

# What does the world say about BackupAssist?

We needed a system that not only was foolproof - we had to be able to "set it; and forget it." It also had to send us a message when it backed up successfully or when it did not back up successfully. It had to have the ability to tell us what files were giving problems on backup. And- as an added treat, it had to remind us to "put in the tape." Your product delivered "in spades."

Fabulous product, excellent price, good followup.

Graham A. Wells  
Graham Wells Law Firm - Canada



We have a number of smaller clients that have only one or maybe two servers. We, nor they, could justify the cost of software like [competitor's product] for these types of clients and the tape rotation system is a breeze to configure.

David Bonorchis  
indigoIT LLC - Virginia, USA



I purchased BackupAssist because it is so easy to use and it simply works! What appealed to me most was its ability to backup SQL server. I think BackupAssist is a great product. Keep up your good work!

Minh Tran  
Hummingbird Australia - Australia



This software is extremely good value for money, with features that you would pay hundreds of dollars for if you were to purchase one of the so called "big players". The User Interface is VERY User Friendly and it is a matter of set it and forget it (well almost you still need to check the logs). Thanks for a well designed product. I have already started to tell others about it.

Craig McInnes  
Equip - New Zealand



User friendly, not expensive backup solution compared to others sophisticated and more expensive. It's fit for purpose for small organizations.

Tomasz Kiepek  
Texaco Lubricants Polska - Poland



The greatest strength is without doubt the easiness of implementing a working backup schedule. Combined with the email capability it provides everything I need for our business' backups at a very competitive price level!

Johan Sandqvist  
AB Gyllenhammar & Sahlin - Sweden



We are a small (and growing!) business using SBS to manage our file services and exchange email. Having spent some considerable hours setting up automated backups etc a few months earlier, I know how unnecessarily painful this process can be. When I had to do it for the 2nd time I looked for an alternative and BackupAssist was my choice. BackupAssist takes all of that pain away and sorts out the MS Exchange open files problem in a few simple steps. Excellent.

Martin Beake  
2Sys Ltd - UK



A very useful software, simple, reliable and inexpensive. Top class support and kind people. A must for every sysadmin struggling with NTBackup. Seamless tape rotation, automatic interface with Removable Storage

Elena Barbera  
Venus Promotions srl - Italy



BackupAssist makes Windows Backup a useful programme. We use it on the servers of our "smaller" clients. Its user interface is intuitive and without "show elements".

Werner Schmuck  
Gutenberg Rechenzentrum - Germany



Simplicity is the keyword. We had tried [competitor's product] which had a far too big overhead on our resources. Very easy to understand and user friendly.

Hans Ceelen  
DA&A Driessen - The Netherlands



To find out more about BackupAssist and download a free 30-day trial, visit:

[www.BackupAssist.com](http://www.BackupAssist.com)

