

Already covered:

Part One: Introduction to BackupAssist

Part Two: Technology Overview

Now:

Part Three: Putting it all together

- Revenue opportunities
- Centralized Monitoring
- Product pricing
- Reseller programs

Part Three: Putting it all together

Revenue opportunities

Centralized Monitoring

Product pricing

Reseller programs

Revenue opportunities for I.T. Specialists

- ❑ Initial sale of hardware and software
- ❑ Ongoing sale of software upgrades (long term)
- ❑ Haas – place a NAS device into client's network; charge monthly fee
- ❑ Internet backup – use your own existing data centre, or buy a server & on-sell space to your client [buy in bulk, resell and mark up]
- ❑ Full service monitoring
- ❑ Data retrieval service/support.

Part Three: Putting it all together

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Easy management and control:

- ☐ Unique Centralized Monitoring Console makes everything completely integrated.
- ☐ Hosted service.
- ☐ Web console – access reports, create client reports.
- ☐ Daily email – status of all monitored jobs in last 24 hours.
- ☐ Alerts you to problems as they arise.
- ☐ Monitor multiple clients in minutes.

Part Three: Putting it all together

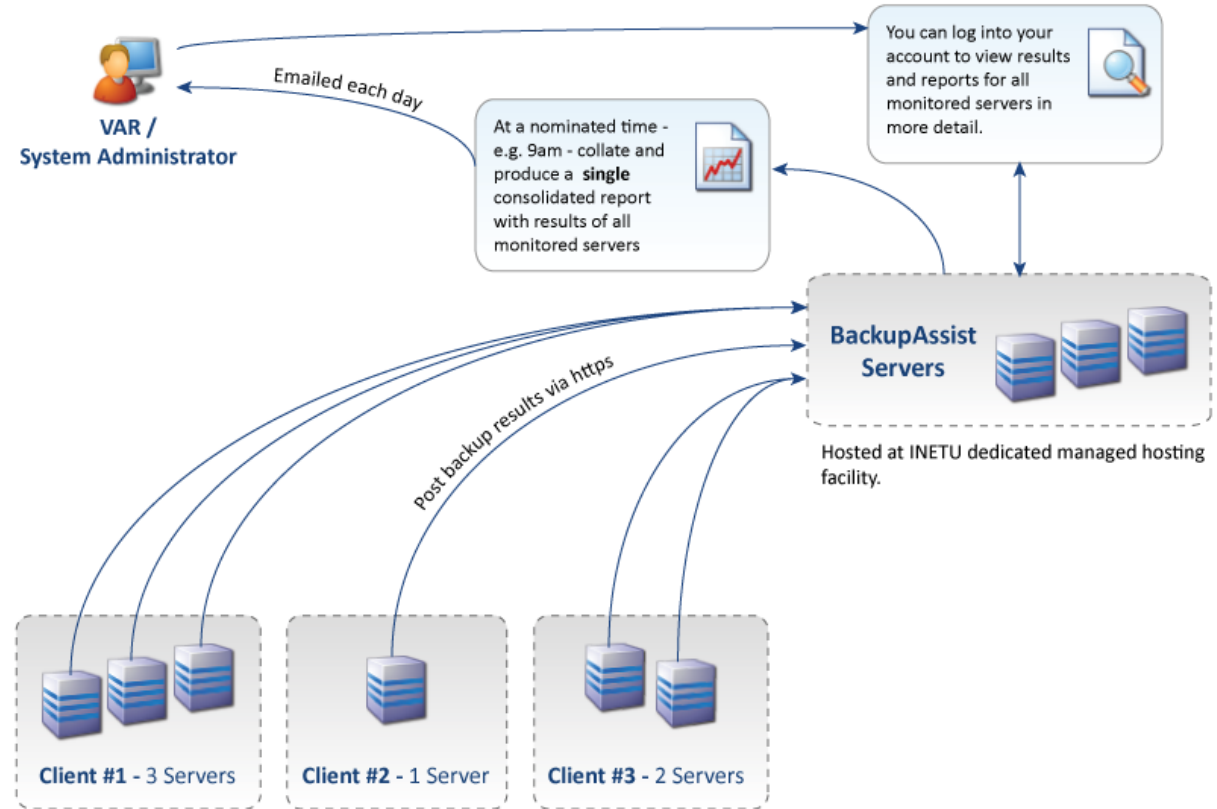
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Centralized Monitoring – How it works:



Part Three: Putting it all together

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- Concise summary of all jobs across all clients.
- Drill down by clicking the links.
- Any problems are placed at the top of the report.
- Emailed to you daily or view in your web browser.

Centralized Monitoring^{beta}

Home | Reports | Manage | Transactions | Preferences | My profile | Logout

Home > Backup status across all clients (Last 24 hours)

Client	Computer	Job Name	Last result	Date Run	Duration	Size	Next Run	Last successful*
Cortex IT	BERNSTEIN Ver. 5.0.4	SQL Goldmine Backup	Successful Full report	19th Nov 2008 10:26 PM	0h4m		20th Nov 2008 10:00 PM	Last Backup
	BERNSTEIN Ver. 5.0.4	Bernstein Main	Successful Full report	19th Nov 2008 09:01 PM	1h23m	6.70 Gb	20th Nov 2008 09:00 PM	Last Backup
	CORTEXIT-DLZCYV Ver. 5.1.0t4	Production VMs	Successful Full report	19th Nov 2008 05:00 PM	0h19m	38.21 Gb	20th Nov 2008 05:00 PM	Last Backup
	GERSHWIN Ver. 5.1.0t4	Daily Full	Minor warnings Full report BA295 - The backup media is almost full.	19th Nov 2008 09:00 PM	10h37m	144.15 Gb	20th Nov 2008 09:00 PM	Last Backup
	GERSHWIN Ver. 5.1.0t4	Rsync Diagnostics	Successful Full report	19th Nov 2008 07:30 PM	0h8m		20th Nov 2008 07:30 PM	Last Backup
	GERSHWIN Ver. 5.1.0t4	Rsync to Linus Home	Successful Full report	19th Nov 2008 07:00 PM	0h19m	0.21 Gb	20th Nov 2008 07:00 PM	Last Backup
	POLLINI Ver. 5.0.4	Daily Tape Backups	Successful Full report	19th Nov 2008 10:30 PM	4h57m	161.95 Gb	20th Nov 2008 10:30 PM	Last Backup

*Last successful: Specifies the date when this backup was last successful. This includes any backup that completed successfully or with minor warnings.

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Product	Pricing (AUD)	Pricing (USD)	Pricing (GBP)	Pricing (EUR)
BackupAssist v5 Drive Imaging, NTBackup, File Replication, ZIP	\$329	\$249	£139	€189
BackupAssist for Rsync Bandwidth Efficient Internet Backup	\$195	\$129	£75	€108
Exchange Mailbox Add-on Mailbox Backups to PST	\$195	\$129	£75	€108
SQL Add-on Near-continuous backup of unlimited SQL Servers	\$195	\$129	£75	€108
ZIP-To-Tape Add-on Tape drive support for Server 2008	\$195	\$129	£75	€108
Hyper-V Granular Restore Add-on Restore files from Guest VMs	\$329	\$249	£139	€189
BackupCare (12 months) Centralized monitoring and upgrade protection	\$197 renewal	\$149 renewal	£83 renewal	€113 renewal

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Reseller programs

Gold and Silver reseller programs available.

- ☐ No licensing fees.
- ☐ No franchise fees.
- ☐ No sales targets.
- ☐ Easy to qualify.
- ☐ Monthly billing.
- ☐ Technical support.
- ☐ Marketing support.
- ☐ Custom designs.
- ☐ Case studies.
- ☐ Information base.