Replay4

10 Backup and Recovery Secrets
You Can't Afford Not to Know

Presented by AppAssure Software
Developer of the award-winning Replay4 Backup and Disaster Recovery Software
For Mission Critical Application Servers

www.appassure.com

![AppAssure - HOME OF BACKUP 2.0]

Top 10 Backup & Recovery Secrets

TOP SECRET

1. You ***can*** eliminate backup windows entirely

2. You ***can*** backup your data every 15 minutes

3. You ***can*** keep 1 year of backups on 2.4x the protected storage space

4. You ***can*** easily backup and restore entire applications (not just the data)

5. You ***can*** anticipate server failures before they happen with database backup testing

6. You ***can*** replicate your backups offsite easily and affordably

7. You ***can*** failover to a virtual machine

8. You ***can*** restore any server to similar or dissimilar hardware (or virtual server)

9. You ***can*** perform bare metal restore AND granular restores using one solution

10. You ***can*** restore a 1 TB+ server in 5 minutes

AppAssure
HOME OF BACKUP 2.0

- Lightweight backup agent on server sends backup to manager on server

- Take a base image without taking server down for base image

- Snap entire server incrementally (e.g., 15 min.)

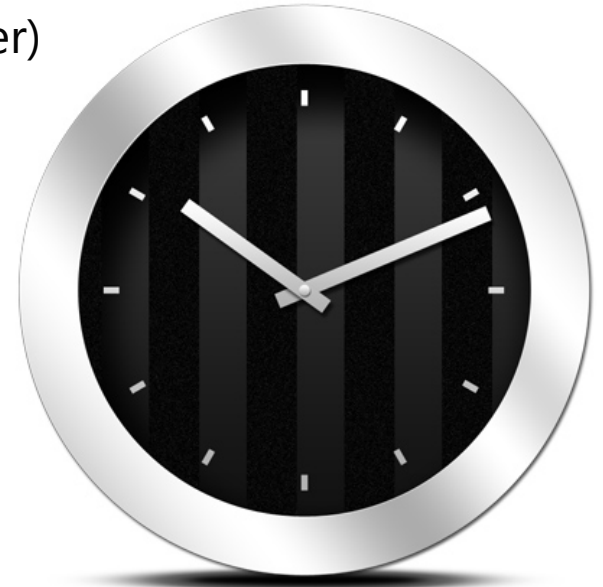- Roll up older snaps into base image forever

- **Example: Data Max Micro**   datamax MICRO

  - Eliminated backup windows for clients

  - Ensures business continuity for all Windows servers

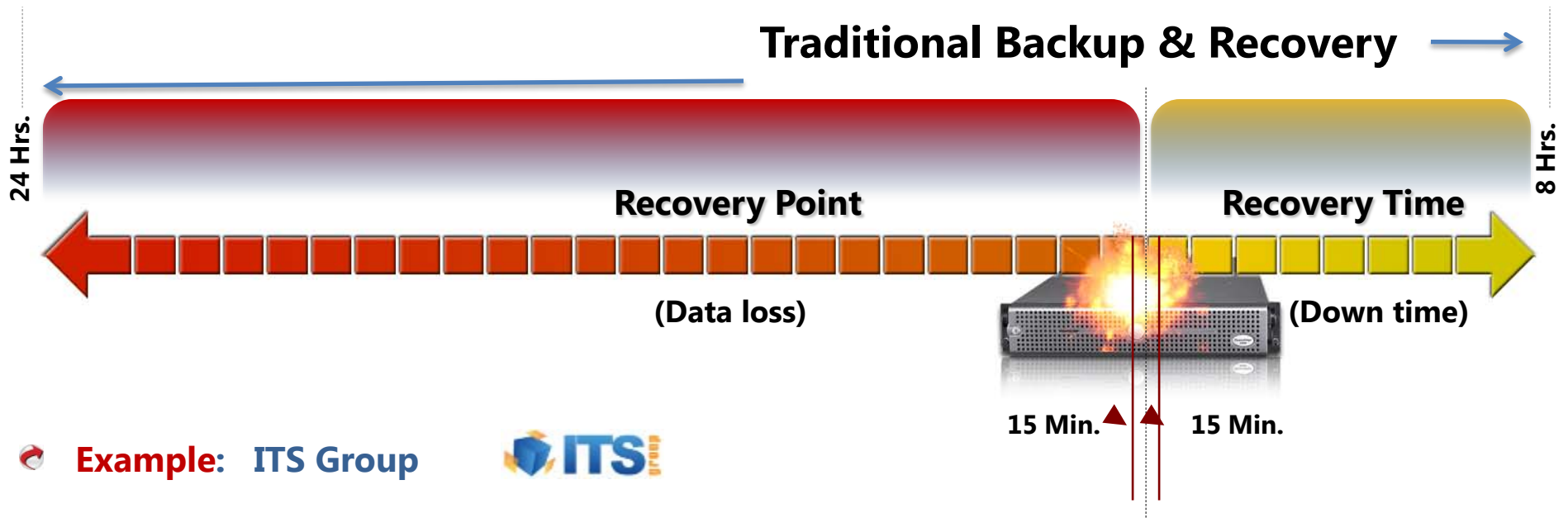 - "I tell my clients, you need Replay to protect your data."

- Take a base image of entire server

- Snap server every 15 minutes based on incremental snapshots forever

- No need for a backup window

- 1% impact on production server/workstation (client-server)

- No longer need a backup window

Traditional Backup & Recovery

24 Hrs.

8 Hrs.

Recovery Point

Recovery Time

(Data loss)

(Down time)

15 Min. ▲ ▲ 15 Min.

🔴 **Example: ITS Group**   **ITS**

🔴 Assures RTO and RPO of 30 minutes or less under any disaster scenario

🔴 Provides a 99.999% uptime guarantee

🔴 "Replay is the best insurance policy that money can buy."

- Backup image entire server(s)

- Require incremental forever snapshots that rollup into base image after X amount of time

- Require integrated deduplication and compression to reduce 80% of storage space requirements

- Require cascading backup snapshots rolling up after 1 week, month, quarter, year etc.

  - **Example: Royal River Casino**

    - Gained storage savings of 90%

    - "Having a complete and instantly mountable copy of file and SQL data, with de-duplication that cuts our disk storage needs in half has been amazing."

DEMONSTRATION

- Image entire server (not just the files)

- Block based backup-recovery

- Restores entire server, not just the files

- No need to reinstall OS, apps, objects, and rest

- Restore is as simple as pointing recovery point to recovery server

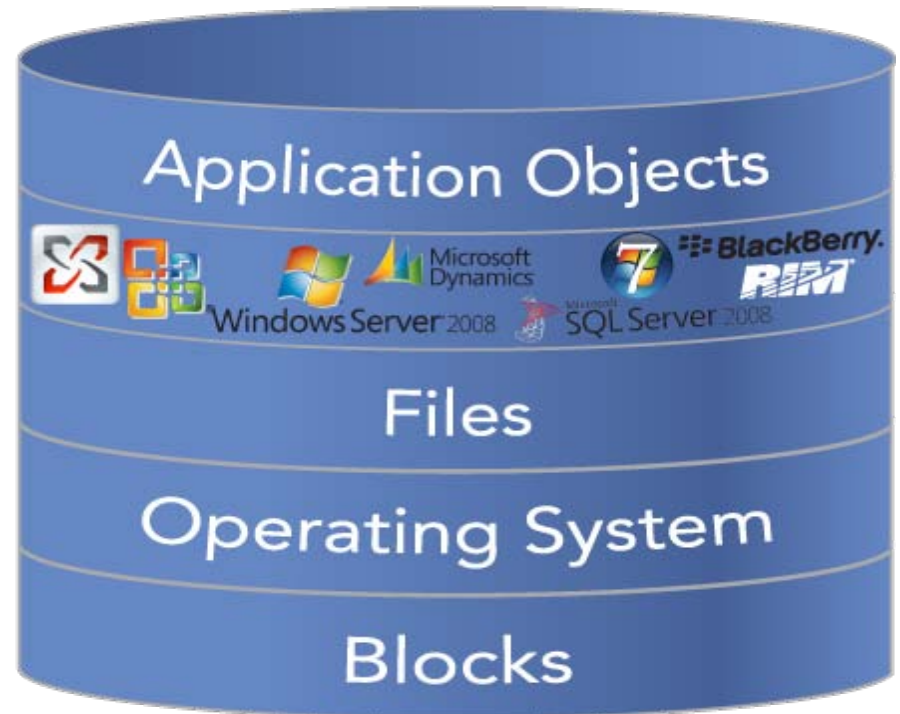- **Example** : **American Health Tech**   American **HEALTHTECH**

  - Restored entire servers after a bug/corruption in an Exchange server

  - Recovered entire mail store - mailboxes, messages, folders, and exported PST

  - "We've used a lot of products, but nothing touches this!"

AppAssure
HOME OF BACKUP 2.0

- Use only application-aware backup and disaster recovery

- Continuously checks database backups for corruption (SQL, Exchange, etc.)

- Require alert system to notify immediately when corruption is detected

- Roll back to last non-corrupt backup snapshot (15 min. prior)

  - **Example: Blackboard**

    Bb
    Blackboard

    - Continuous data validation detects corruption which is barred from the data store

    - This ensures that it doesn't lead to a failure or propagate to backups.

    - "I now have other things to keep me awake at night rather than the integrity of my Exchange data."
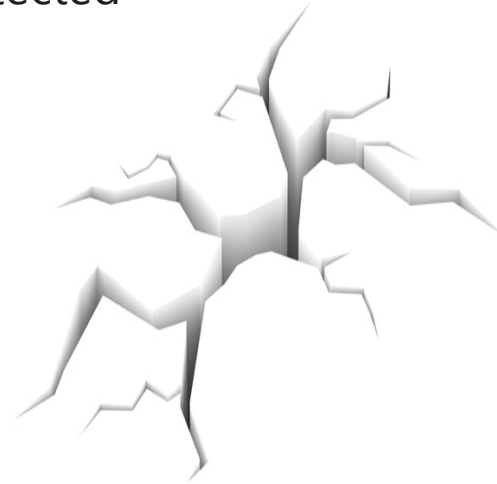
DEMONSTRATION

- Backup servers locally

- Point replication to any offsite data center (private/public cloud, Amazon, etc.)

- Deduplicate & compress backups 80% or more for WAN optimization

- Recover locally or from offsite data center

- Eliminate expensive, slow tape backup

- Users resume access instantly upon restore

Fast Local and Remote Recovery

Windows Workloads

Fast Local Recovery

Off-site Recovery

Application Aware Block Based Snapshots

REPLAY CORE

Compression Deduplication

APP OS

Continuous P2V

WAN

REPLAY CORE

Application Failover

APP OS

Continuous P2V

Granular Recoveries

APP OS
P2V

Bare-metal Dissimilar

Files, e-mails, Databases

- Backup image entire server(s)

- When fails, simply point recovery points to virtual machine

- Virtual machine "becomes" production machine (for the time being)

- Buys you time to fix the problem right (e.g., totally replace the production machine without paying rush charges and fire drills

- Require support for Hyper-V, Citrix Xen & Vmware

- **Example: Arkansas Valley Electric**

  - Replay keeps VM & physical standbys updated

  - Easily recovered a critical server when hard drive failed

  - "The snapshot feature is beneficial on key servers, allowing for more recovery points."

DEMONSTRATION

AppAssure
HOME OF BACKUP 2.0

- Require "Universal application portability" from your backup vendor

- Enables to backup and restore to similar or dissimilar hardware

- Enables to backup or restore to a virtual machine

- Eliminates need for redundant hardware

- Enables high availability with virtual failover at push of a button

AppAssure
HOME OF BACKUP 2.0
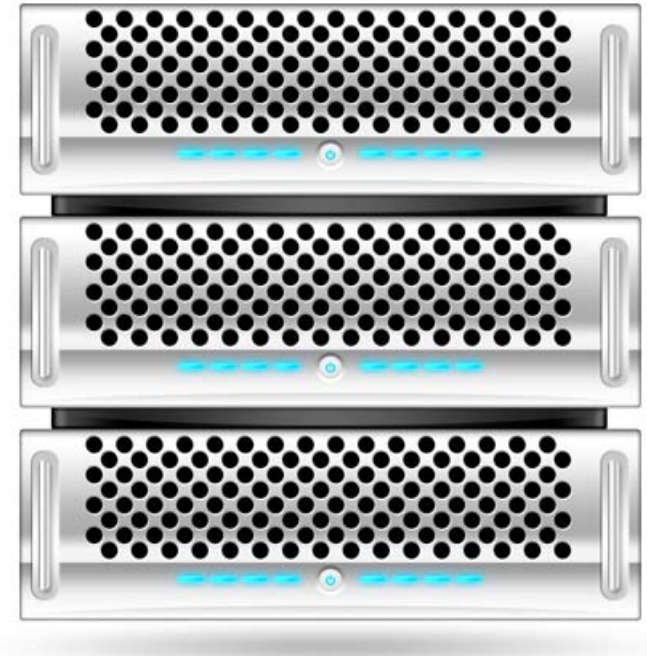
- Block-based backups provide bare metal restore

- Application aware enable granular restore of individual Exchange and SharePoint items

- Windows Explorer framework enables admins to "walk" the tree to restore individual items from any backup snapshot by simply expanding the tree view

- BMR or granular restores take 5 minutes or less

- Image entire server

- Start restore process

- Block based backup-recovery

- Requested blocks are restored as requested

- **Example: Washtenaw Community College**

  - Moved a 1TB volume to a new SAN

  - Took 24 hours but users had access to their data the entire time as the data was being transferred.

  - "There was no interruption for our folks. No one waited for the files to copy."
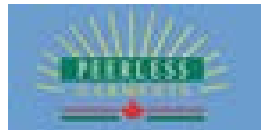
DEMONSTRATION

Fast Facts:

- Founded in 2006

- Former Veritas/Symantec storage execs

- 150% growth in 2010

- 16 consecutive growth qtrs.

- Top 100 Fastest Growing US Companies

- 4,000+ customers worldwide

- Winner of Storage Magazine Backup and Disaster Recovery Software Product of the Year

Growing IT Community Following

Awards

Winner of Storage Magazine's
2009 Bronze Backup & Recovery Software
Product of the Year

SQL Server Magazine Selected
AppAssure's Replay 4 as "Editor's Choice"
for Microsoft SQL Server Backup

Winner of 2008 "Redmond Roundup"
with Replay Named the
Redmond MVP Most Valuable Product

AppAssure Selected for the
First Annual OnDC Top 100 List

AppAssure Software Recognized
by the CRN Magazine as a
2009 Emerging Software Vendor

AppAssure's Replay 4 Named
New Server Software Product of the Year
at 2010 American Business Awards

Top 10 Backup & Recovery Secrets

TOP SECRET

1. You *can* eliminate backup windows entirely

2. You *can* backup your data every 15 minutes

3. You *can* keep 1 year of backups on 2.4x the protected storage space

4. You *can* easily backup and restore entire applications (not just the data)

5. You *can* anticipate server failures before they happen with database backup testing

6. You *can* replicate your backups offsite easily and affordably

7. You *can* failover to a virtual machine

8. You *can* restore any server to similar or dissimilar hardware (or virtual server)

9. You *can* perform bare metal restore AND granular restores using one solution

10. You *can* restore a 1 TB+ server in 5 minutes

Questions & Next Steps

Step 1 – Ask any questions you have now

Step 2 – Download free trial of Replay at www.AppAssure.com

Step 3 – Schedule a live demonstration

⌁	Sales:	sales@appassure.com
⌁	Support:	support@appassure.com
⌁	Phone:	+1 (703) 547-8686
⌁	Web:	www.appassure.com