

# The Marathon everRun® Advantage Executive Report

*“Since implementing everRun over two years ago, we’ve had 100% server uptime and no data loss on the systems we are running Marathon’s solution. Marathon’s software was everything we thought it was—and more. It’s been a great partnership. When we’ve needed it, we’ve always got great support from Marathon.”*

–Craig Moore, Senior Manager of Facilities, Abercrombie & Fitch

## WHY RESPOND TO FAILURE? PREVENT IT.

What if you were able to prevent business interruption instead of merely planning for the recovery when a failure (inevitably) occurs?

Marathon Technologies *prevents* outages and data loss in physical and virtual environments—without requiring an army of IT people or specialized IT skills. More than 2500 companies around the globe use everRun® software to achieve continuous availability, 100% data protection and rapid recovery, with automated “click-to-protect” operation.

## THE MARATHON everRun ADVANTAGE

Unlike other HA and DR software, Marathon completely automates application availability. Automated availability delivers four big benefits:

One, **automated availability means superior availability and reliability.** everRun’s automated approach eliminates common failures and false failovers that result in downtime. Your applications are always up, without outages or data loss. Sound too good to be true? One of our customers recently told us that they had experienced only 11 seconds of downtime in 9 years of using our software.

Two, everRun’s **automated setup delivers HA and DR protection that installs properly the first time**, without a long or complex deployment. There’s no scripting or application customization required, and it fits seamlessly with your existing Windows infrastructure.

Three, everRun’s **automated fault detection and management** with built-in self testing continuously monitors system components for problems or changes, so **you get reliable protection** that adjusts to the changes in your environment. Once set up, everRun almost maintains itself. It’s why our software has such a low total cost of ownership, and why hundreds of companies use everRun to protect branch locations with no local IT.

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Four, our **automated availability covers your whole Windows Server environment**. You'll have one software solution for Windows systems, network and storage protection instead of point products for each, and one vendor for proven high availability and disaster recovery software. Reduce complexity while improving availability.

In short, automated availability makes our everRun software the most reliable, affordable and complete choice for high availability and disaster recovery.

## PUTTING everRun TO WORK IN YOUR BUSINESS

At Marathon Technologies, we're committed to making high availability possible and practical for businesses of all kinds. Thousands of organizations worldwide rely on the everRun software to meet their unique business and application requirements. How can we solve *your* application and data availability needs?

*"The Marathon solution for SiPass offers us the extremely high level of availability we need for our critical control system at 24\*7 facilities, where interruptions in the access control security system cannot be tolerated."*

—Royce Cox, Senior Project Manager, Siemens Building Technologies

### PROTECT APPLICATIONS FROM DOWNTIME

Do you need to keep critical applications running, all the time? everRun protects business-critical applications from downtime or data loss—for a lot less money and resources than you might expect. everRun software is the most reliable, affordable choice for continuous availability. By eliminating common failures and false failovers that result in downtime, everRun helps prevent outages or data loss, instead of recovering after it's too late.

### PREVENT ANY APPLICATION DATA LOSS

Can't afford to lose data? everRun protects application data from loss for any Windows server, without requiring application changes. Synchronous mirroring creates a consistent, identical version of the data on a separate server, which can be located over 100 miles from the original. You don't lose data if a disk device, network or entire server fails. The everRun solutions are deployed in aviation, healthcare, manufacturing and financial services—industries where data loss is not an option. We can bring this same level of protection to your business.

### MAINTAIN CONTINUOUS AVAILABILITY BETWEEN DATA CENTERS

When you need to keep running even during blackouts, floods or hurricanes, look to Marathon Technologies. everRun SplitSite® maintains high availability between systems located in different, independent sites. If the power fails or water rises at one data center, your essential applications and data are available at the other location. Companies in heavily regulated industries like pharmaceutical manufacturing, financial trading and broadcast media rely on everRun SplitSite to keep applications

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and data synchronized and available in multiple data centers.

## GET AUTOMATED HIGH AVAILABILITY IN REMOTE LOCATIONS

Do you have remote or branch locations with no local IT staff? Remote high availability isn't out of reach with everRun. You can use everRun at a remote location even if there's no IT person onsite. Once set up, everRun practically maintains itself, replicating essential application data. Automated fault detection and management monitor system components for problems or changes, giving you protection that adjusts to changes in branch locations, without any IT intervention.

## ENSURE HIGH AVAILABILITY AND DATA RECOVERY WITHOUT A BIG IT STAFF

You don't need a big IT staff or in-house availability experts to get the benefits of continuous availability and immediate disaster recovery. everRun makes advanced fault tolerance practical for a wide range of businesses. With automated setup and configuration, you can deploy everRun in 30 minutes or less. It monitors and adjusts to changes in your system environment, replicates data, and automatically fails over critical applications without outages when needed, without IT intervention.

## HOW everRun WORKS

Simply stated, everRun software pools the physical resources of two standard Windows servers into a single operating environment. everRun virtualizes these two servers to appear and operate as one for the purpose of ensuring high availability for your Windows application. You can run your applications without modification.

The two physical Windows servers truly appear and operate as though your application was operating on a single standalone server. This single virtual server appears to the rest of your environment with one identity and one IP address. Your application only sees this single virtual server, where it is installed and operated. In most cases, you only need one application license.

everRun continuously monitors and tests all I/O components. When a failure occurs, the software immediately redirects I/O away from failed devices to redundant devices. Your application continues to operate without interruption—and without loss of data.

If you choose the highest, system-level fault tolerance, then the application runs on two servers, operating with 'lockstep' redundancy. This offers true continuous availability for applications that simply cannot have any downtime, even for 'in-flight' transactions.

*“The benefits of using Marathon go beyond the obvious improved availability. When a problem occurs, the property does not have to wait for a specialist to arrive. In addition, the IT staff don't have to come in during off hours on an emergency call. That's good for morale.”*

–Steven Bastille, IT Director -  
Server and Desktop Systems,  
Station Casinos

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## everRun PRODUCTS AND SERVICES

**everRun 2G.** The latest generation of the everRun software offers completely automated continuous availability and 100% data protection for Window Server environments. It's a single platform for all your Windows availability needs.

- Prevent outages and data loss for single and multiple Windows Server workloads
- Eliminate multiple point solutions for availability with one platform that protects systems, networks, storage, data
- Automate availability configuration and management for reliable protection that even works in branch locations with no local IT

*"We experienced a hardware failure about two weeks after installing everRun where the entire server went down, but we never knew it occurred because of Marathon's everRun VM technology."*

–Erika Simpson, Network Administrator, The Sullivan Group

**everRun VM for Citrix XenServer.** The industry's first fault-tolerant software for virtual environments, everRun VM surpasses other solutions for high availability virtualization.

- Prevent outages and data loss in your Citrix virtual infrastructure
- Bring server virtualization's benefits to business-critical & mission-critical applications
- Achieve superior availability without complexity

**everRun DR.** Use everRun DR to implement long-distance disaster recovery for physical and virtual environments, with "near zero" recovery and pushbutton operation.

- Ensure business continuity and "near zero" recovery by continuously replicating data over WAN to remote locations
- Make sure your applications always come up correctly with the ability to recover to a specific point in time or bookmarked event
- Automatically restore Exchange, SQL Server, SharePoint, BlackBerry and others

**everRun SplitSite.** everRun SplitSite automates continuous availability and 100% data protection between data centers using synchronous data mirroring.

- Prevent outages and data loss – even when your whole site goes down
- Stay compliant with synchronous data mirroring across dedicated links or WAN for 100% data acquisition both locally and remotely

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## everRun One Services

For over 15 years, Marathon has provided mission critical support and services for the most demanding customer environments worldwide. Marathon provides a comprehensive array of services under the everRun One banner.

Like everRun products, everRun One services are designed to be simple, effective and holistic. everRun One consulting, training and technical support services are essential to our vision of solving real-world availability challenges with easy-to-use and powerful availability software.

## WHO IS MARATHON TECHNOLOGIES

At Marathon Technologies, application availability is our single driving focus. Since 1993, we have been pioneering technologies that allow multiple Windows/Intel servers to operate as a single, fault-tolerant system, delivering new levels of availability without the complexity and cost of traditional high availability and replications products. In 2007 we broke new ground with our v-Available initiative, designed to bring continuous availability to virtual servers—an industry first. Today, thousands of customers around the globe rely on Marathon's everRun software to prevent outages and data loss without IT intervention in physical and virtual environments.

With the latest generation of the everRun solution suite, everRun 2G and everRun VM with Lockstep, Marathon continues to deliver on our vision of making application and data availability a reality for all kinds of businesses. Businesses can choose between multiple availability levels, from basic failover to server-level redundancy, with two fully redundant systems running in "lockstep" mode.

Through partnerships with Microsoft and Citrix, Marathon Technologies continues to expand the frontiers of availability, making software solutions that are so simple, transparent and effective that every Windows application can have high availability and disaster recovery protection.

*"The Marathon solution for the Johnson Controls P2000, offers us the extremely high level of availability we need for our critical access control system at the airport."*

—Rob Benstein, Public Safety and Operations Director,  
Gerald R. Ford International Airport

# Microsoft®

*"It should be no surprise that we chose Marathon; they have been a leader in this area and have a tremendous amount of expertise. It was a natural partnership for Microsoft."*

- Mike Schutz, Director of Product Management, Microsoft Windows Server Division

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*"everRun for XenServer is a game-changing availability offering."*

- Simon Crosby, Citrix, CTO Virtualization & Management Division

## AWARD-WINNING TECHNOLOGY

Marathon Technologies has been recognized and awarded with over a dozen major industry accolades for its innovation and leadership in bringing automated fault tolerant, high availability and disaster recovery to physical and virtual environments.

### WORLDWIDE HEADQUARTERS

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## CONCLUSION

everRun is built on patented technologies proven in the most demanding availability environments such as stock exchanges, television networks, and pharmaceutical manufacturing plants. You can run business critical applications such as Microsoft Dynamics, SQL Server, Exchange Server or SharePoint Server or mission critical specialized applications without worries of outages or data loss. In short, our everRun software the most reliable, affordable and complete choice for fault tolerance, high availability and disaster recovery.

More than 2,500 organizations such as Abercrombie & Fitch, Rich Products, Dungannon Meats, Siemens and Yankee Candle Company use Marathon's everRun software to achieve continuous availability, 100% data protection and rapid recovery. How can we help you solve *your* application and data availability needs?

*Want to keep your critical applications up and running through failures and disasters? Call us today or visit our website where you can read more success stories, download additional whitepapers and watch our product demo videos.*  
[www.marathontechnologies.com](http://www.marathontechnologies.com)

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