

Data Backup, Business Continuity, and Disaster Recovery

Did you know?

- 60% of business data is on laptops
- 60% of small businesses have had a restore failure
- 29% of businesses thought that their backup was good only to find that they could not restore
- 70% of small firms go out of business within a year after a severe data loss

Source: IDC, Data Protection in the U.S. SMB Market, 2008; Strategic Resource Corp & DTI/Pricewaterhouse Coopers, 2004



Protecting all your data and applications, all the time, from anywhere

You have enough things to worry about for your business. Maintaining uptime shouldn't be one of them.

All organizations have business-critical data and applications they need to protect – personal work stored on laptops, business applications running on servers, or infrastructure systems like email and payroll. All of this information is vital to the operation of any business.

If you are a small or medium-sized business (SMB), looking after all this data is a major challenge. You have limited budgets and limited IT resources. Let's face it, sometimes things go wrong. Laptops get stolen. Email servers fail. Someone accidentally deletes a file or, even worse, an entire folder of vital business information. Systems get hacked, files get corrupted, and as we all know, disasters like fires, hurricanes, and floods do happen.

You know that without a means of business continuity, system outages or lost data can halt productivity and incur potentially unrecoverable losses to customer satisfaction, sales, reputation and revenue. When systems fail, you want the peace of mind that your applications and data can be restored quickly and business can continue as usual.

Axcient provides that peace of mind, offering an award-winning solution for ensuring that your business data will be available, no matter what happens.

The Axcient Solution: Data Backup, Business Continuity, and Disaster Recovery

Axcient delivers the first and only comprehensive platform for backup, business continuity, and disaster recovery that is purpose-built for SMBs, managed as a service, and delivered on an all-HP infrastructure. Available through our trusted network of Managed Service Providers (MSPs) and Value-Added Resellers (VARs), the Axcient solution offers unprecedented simplicity and uptime. Axcient protects your data and applications in multiple ways to ensure you will never suffer a day – or even a few hours – without the information systems you need to run your business.

Data Backup Services: Axcient offers a hybrid solution, where your data is stored locally on an onsite appliance for fast backup and restoration and also securely replicated offsite in the cloud.

- No hardware to purchase
- No software agents to install or manage
- Backup and restore for Windows®, Linux, and Mac OSX machines concurrently
- Patent-pending reverse incremental technology enables fastest possible restores
- Microsoft application aware backups (Exchange, SQL, Active Directory, and Sharepoint)
- Image backup and Bare Metal Restore (BMR) of laptops, desktops, and servers
- Backup and BMR of virtual servers (VMware, Microsoft Hyper-V, and XenServer)
- Anti-corruption technology to ensure health of backups
- End user or administrator driven data recovery
- Customizable scheduling and retention policies for compliance and archiving

“Axcient is the right solution at the right time – not just for us as a business, but also for the marketplace.”

- Luis Alvarez, President & CEO, Alvarez Technology Group

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“(Axcient) has really brought solid peace of mind and that’s the biggest key thing for me as a managed service provider...I can sleep well at night knowing my clients’ data is protected.”

Andy Harper
CEO, Gaeltek, LLC



Business Continuity Services: In the event of a server outage, you can run servers on the Axcient platform with a single click until the new hardware is ready.

- Configure frequency of disk image protection
- Get failed servers and applications running in minutes with a single click
- Create complete server or desktop disk images to restore to different hardware
- Failover to the Axcient onsite appliance, or in case of total site failure, failover to a virtual office in the cloud
- Test failover capabilities without impacting production environment
- Restore back to the replacement server at your convenience

Disaster Recovery Services: Your data is protected in the event of fire, theft, sabotage, hardware failure or natural disaster in our secure, offsite cloud data center.

- Data and machine images automatically sent offsite for total protection
- No more recording, shipping, or storing tapes
- Data is AES-256 encrypted in transit and at rest in our SSAE 16 certified U.S. data center or SAS 70 Type II certified Canadian data center
- In the event of a site failure, easily activate Axcient Cloud Failover to virtualize your servers and work off the cloud
- When ready, receive a new, fully replicated Axcient appliance overnight

Axcient: The Power of ONE

One vendor:

- Complete control of the technology, roadmap, and support
- No complexity of working with third-party licensed products
- Rapid innovation and rollout of new features

One platform:

- Unified service for backup, business continuity, and disaster recovery
- Integrated onsite appliance and secure offsite cloud infrastructure
- Managed as a service via monthly subscription

One interface:

- Seamless integration across Windows, Linux, and Mac environments
- Access from anywhere with web-based remote monitoring
- No software to install, no agents to manage, and no infrastructure costs

Business Protection Checklist

- Are your laptops and desktops protected automatically?
- Is a copy of your data moved off site each day, safe from fire, flood, or sabotage?
- Can you backup Microsoft, Linux, and Mac?
- Can you get your business back up and running in 15 minutes or less when a server fails?
- Can you quickly virtualize your servers and work off the cloud if your business site is damaged?
- Can you do all of this without spending upfront costs on new hardware or software?

If you answered NO to any of these questions, your data is at risk. Let Axcient help protect all your data, all the time.

Learn how to better protect your business critical information. Visit www.axcient.com for more information and resources.