



ESCAPE

ALL LIMITATIONS

“Always On” End-to-End Data Protection from On-Premise to Cloud Replication to Disaster Recovery: Unitrends No Limits DRaaS

What keeps you up at night? Are you thinking about about what would happen to your business in the event of a disaster? Are you worrying about what a disaster might look like? While natural and man-made emergencies like fires or floods are a reality, and cause failure, many outage situations are caused by much less extreme factors like hardware failure, configuration changes, file corruption, and human error.

Just because your screen goes dark doesn't mean your business should too. That's why at Unitrends we're introducing No Limits Disaster Recovery as a Service (DRaaS).

The Cost of Downtime

It's not the disaster, but the cost of downtime that keeps many IT managers awake at night. According to a recent survey from DRBenchmark.org, more than one-third of organizations lost one or more critical applications, virtual machines (VMs), or data files for hours and days at a time. Reported losses from outages ranged from a few thousand dollars to millions of dollars, with nearly 20% indicating losses between \$50,000 to over \$5 million.

When disaster strikes, how long can operations stay down before business is adversely affected? That answer is different for every company. According to the Federal Emergency Management Agency (FEMA), over 40% never recover from these outages.

Just because your screen goes dark doesn't mean your business should too. That's why at Unitrends we're introducing Hybrid Cloud Disaster Recovery as a Service (DRaaS), a solution that is defined around each customers' recovery point objectives (RPOs) and recovery time objectives (RTOs) for getting business back up and running.

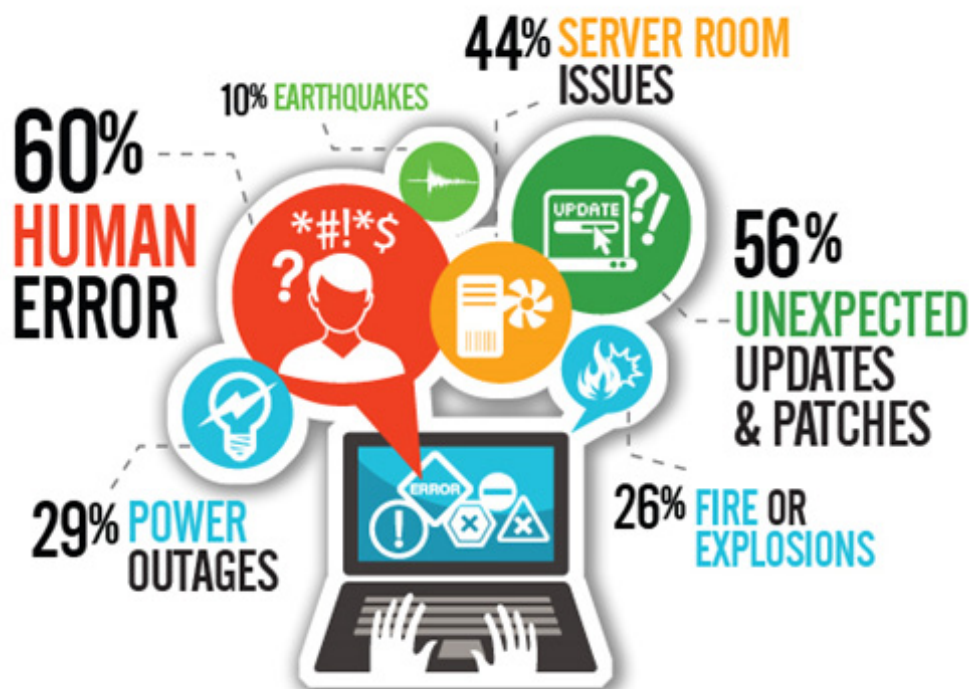


Figure 1: Causes of Downtime (from DRBenchmark.org)

Overview: Unitrends Hybrid Cloud DRaaS

Unitrends DRaaS white-glove service ensures your business is "Always On," even after a disaster. Unlike managing a secondary site, DRaaS eliminates the need to purchase and manage remote sites, infrastructure, and personnel by providing a warm standby environment

Unitrends Backup & Recovery Solutions

Hybrid Cloud DRaaS

A 2012 study conducted by Ernst & Young found that companies with mature risk management practices outperformed their peers and generated the highest growth in revenue.

for your business in the secure Unitrends No Limits Cloud. Unlike tape which boasts a 30% failure rate, Unitrends DRaaS guarantees an RTO of less than one hour.

When downtime isn't an option, Unitrends DRaaS is the preferred choice. Unitrends DRaaS, an business continuity subscription service includes:

- A Recovery-Series appliance sized to meet local backup, recovery, and immediate retention needs.
- No Limits Unitrends Cloud—second-site replication of the protected capacity of the on-premise appliance in the Unitrends Cloud.
- Managed DRaaS white glove service—Unitrends disaster recovery experts to help you recover your IT infrastructure and provide business continuity in the event of disaster.
- Unitrends unique archiving capability for local long-term retention.
- Installation and cloud seeding services.
- 24 x 7 x 365 managed support—recover from a disaster anytime.

The Model Preferred by DR Experts: Hybrid Cloud

Unitrends incorporates a Hybrid Cloud DR model to improve redundancy and allow users greater protection of local systems and data. The on-premise Recovery-Series appliance supports both physical and virtual servers as well as 100+ operating systems and applications, and is sized to match the customer's backup and immediate retention needs. Appliances can be easily upgraded to a larger size throughout the service term with no penalties to accommodate and protect growing data.

The Unitrends Recovery-Series appliance automatically replicates WAN-optimized, deduplicated, compressed, and encrypted change data to the secure Unitrends No Limits Cloud, improving fault tolerance while reducing the reliance on bandwidth speed. The Hybrid Cloud DR Model (Figure 2) provides the best of both worlds to form a powerful highly efficient, and affordable system.

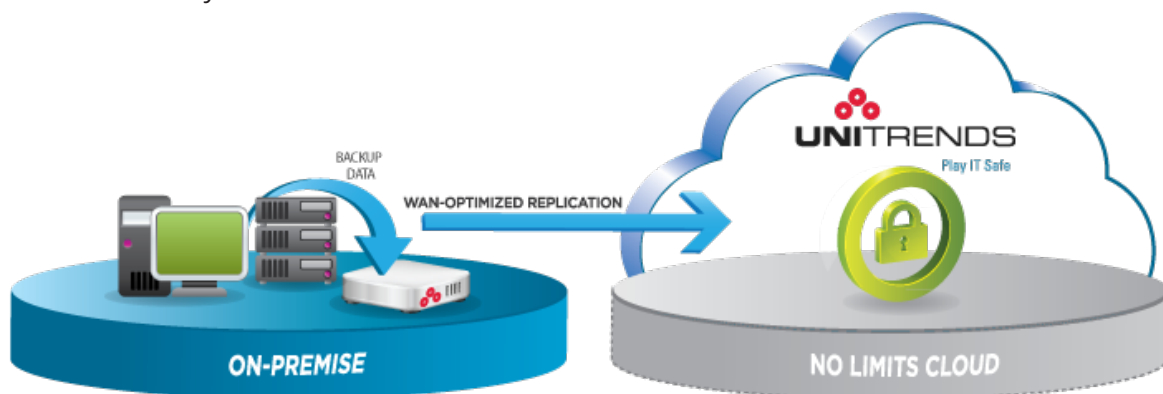


Figure 2: Unitrends Hybrid Cloud DR Model

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Hybrid Cloud DRaaS

Key Benefits of Unitrends Hybrid Cloud DRaaS Service

- Data retained on-premise for fast local recovery.
- Protects physical and virtual—100+ versions of operating systems and applications.
- Instant Recovery—VMware, Hyper-V, and Windows Physical.
- Bare Metal Recovery—Unitrends Bridge, P-V; V-P, V-V.
- WAN optimized replication, adaptive de-duplication, and AES-256 bit encryption.
- Integrated archive—SAN, NAS, disk, tape for long term retention.
- Data replicated to off-premise Unitrends No Limits Cloud for recovery in case of disaster affecting the primary site.
- Leverages replicated data to spin up VMs instantly in the Unitrends Cloud to meet:
 - Specific recovery objectives.
 - Minimize outage and unplanned downtime.

Included in Unitrends DRaaS

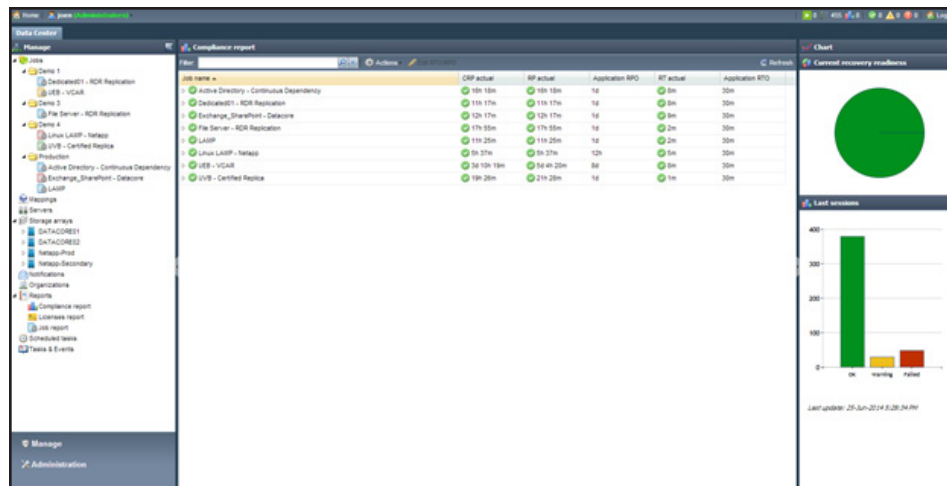
- No Limits Cloud, matching the protected capacity of the on-premise appliance. No Limits Cloud incorporates:
 - Redundant storage to ensure availability of your data.
 - Configurable security options with AES-256 encryption of data in-flight and at-rest.
 - Included seeding to quickly migrate the initial data set in the cloud.
 - Secure SSAE 16 certified data centers for your peace of mind.
- Proof of Readiness: Ensures your disaster recovery strategy will work as expected. After initial replication, Unitrends performs a full DR test and validation.
- Recovery expertise: Unitrends disaster recovery experts provide a customize DR plan for your environment, meeting specified Service Level Agreement (SLA) goals.
 - Instant recovery of VMware VMs, Hyper-V VMs, and Windows physical servers.
 - Enterprise level RTO Service Level Agreement of less than one hour (once the DR event is declared).
- Immediate access to data through a secure VPN once a disaster recovery event is declared and server boots from warm standby.
- “Always On” DR environment, available with VMs on warm standby (24 days a year, seven days a week, 365 days a year).
- Business Continuity: Operate in the Cloud DR environment in the event of a primary site failure. Subscriptions include 4 weeks of access to the Cloud DR environment per 12-month period free of charge. Extensions can be made available at additional fees.
 - Schedule DR testing with the Unitrends Cloud Operations Team as often as needed at no additional costs as long as total DR testing time period is within the 4-weeks per 12-month DR operation time period.
 - After a DR event occurs, failback assistance is available to help rebuild the primary site. Replicated data from No Limits Cloud and backups of VMs running in the DR

environment are copied to a replacement on-premise appliance and shipped to the customer for restoring the production environment.

- White glove service: Unitrends Customer Services takes care of you from the time of a disaster to full recovery in the cloud with user secure VPN access to replacement of the premise appliance for failback—crazy-committed customer service from beginning through resolution.

ReliableDR (Optional) For Recovery Assurance

For customers who may require additional services to comply with by numerous industry regulations, corporate governance, or IT audits, Unitrends offers the industry's first Recovery-Assurance-as-a-Service via ReliableDR. This tool provides automated test, compliance, audit reports as well as governance to ensure applications will restore in the correct order and the data is validated. ReliableDR is offered as an optional service for DRaaS and can be added to individual mission critical VMs that required assured recovery, additional testing, and certified validation.



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Hybrid Cloud DRaaS

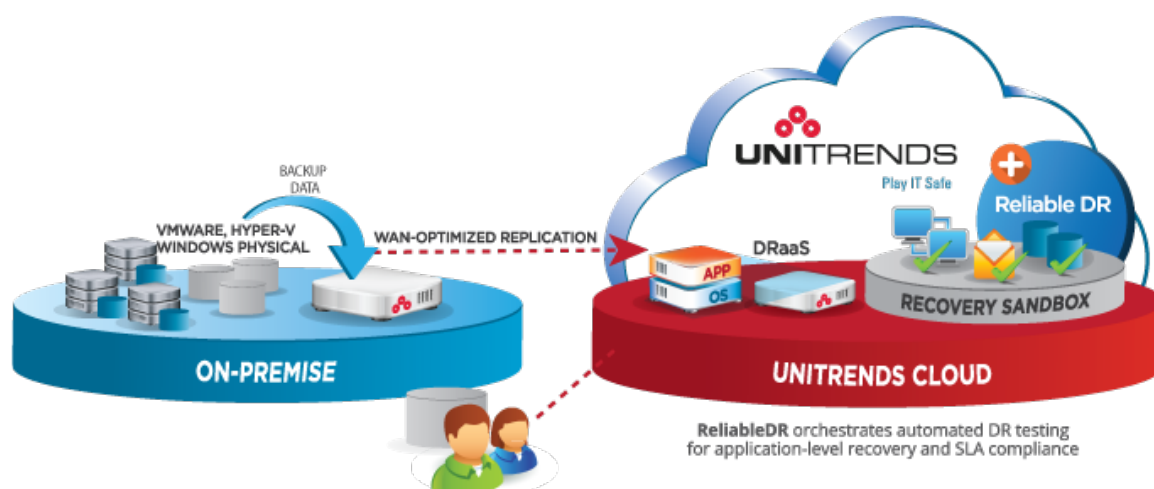


Figure 3: Unitrends ReliableDR and Unitrends DRaaS

Peace of mind isn't a pre-packaged solution, which is why Unitrends offers flexibility and simplicity for each unique business. Unitrends' unique blend of Cloud, DRaaS, and Recovery Assurance annual subscription offerings allows us to provide complete BC/DR solutions sized for your infrastructure and recovery goals.

Ready for Hybrid Cloud protection? Contact Unitrends today.
<http://go.unitrends.com/draasrequest>

About Unitrends

Unitrends provides physical, virtual and cloud-based protection and recovery for every organization's most valuable assets: its data and applications. Supported by a "crazy-committed" customer service model based on engagement, experience and excellence, the company consistently achieves a 98 percent customer satisfaction rating and lets everyone play IT safe by delivering the best cost-to-value ratio in the data protection and disaster recovery industry. Visit www.unitrends.com.



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