

Managed Backup: Keeping Your Data Safe

If you're like most companies, your data is your business. And when your data is your business, you do whatever it takes to protect it.

Unfortunately, this typically requires a significant expense in manpower and backup infrastructure, ranging from duplicate hard drives to complex tape autoloaders and more. Backups must then be stored, archived, and managed through their lifecycle – not to mention the expense and effort of recovering the data should you ever need it.

In recent years, the challenge of backup has become even more significant due to the sheer volume of data being managed. With corporate governance requirements stricter than ever, even small companies now find themselves having to back up terabytes of information on a regular basis. In many companies, data growth has blown out backup windows so far that the time-honoured practice of running backups at night simply isn't enough anymore.

BlueFire Backup is a completely managed service that frees businesses of any size from the shackles of setting and enforcing backup policies. Rather than having to bear the risks and expense of buying your own equipment, training staff in backup procedures, managing your tapes and suffering the many other tribulations of enterprise backup, our backup experts take care of everything.

Using an easy-to-use user interface, you define which data you want to back up, and when. We install a backup application on the servers in question. At the appointed time, your data is encrypted, compressed, and sent to our data centre via a secure Virtual Private Network. After your initial full backup, each additional run is an incremental backup – which saves time by only backing up the data that has changed since the last time it was backed up. We keep the data on disk for the long term, ensuring it is readily available for quick online restoration if you need it.

We know your data is precious, and protecting it properly can mean the difference between the survival of your business and its failure. That's why we look after all of our customers' data like it were our own.

Our backups are stored on redundant disk within our fault-tolerant data centres, into which we have invested millions of dollars to protect against unexpected downtime. Each centre has redundant hardware and communications links, ensuring you can always get to your data no matter where you are – or what has happened to your office. As with all of our managed services, BlueFire Backup operates under strict performance criteria governed by a contractual Service Level Agreement (SLA) with real financial penalties should BlueFire fail to meet expectations.

An SLA like that gives you the confidence to know that BlueFire is looking after your data properly. That's what BlueFire Backup is all about: if the potential time savings, cost savings and risk reduction didn't already justify BlueFire Backup, the peace of mind it provides certainly will.

"It's a relief now to have our documentation in one place and to know that our data is backed up every day off-site. So if anything happens in our office or if our laptops are stolen, we still have access to the data we need."

Dr Peter Cronin, Loci Medical

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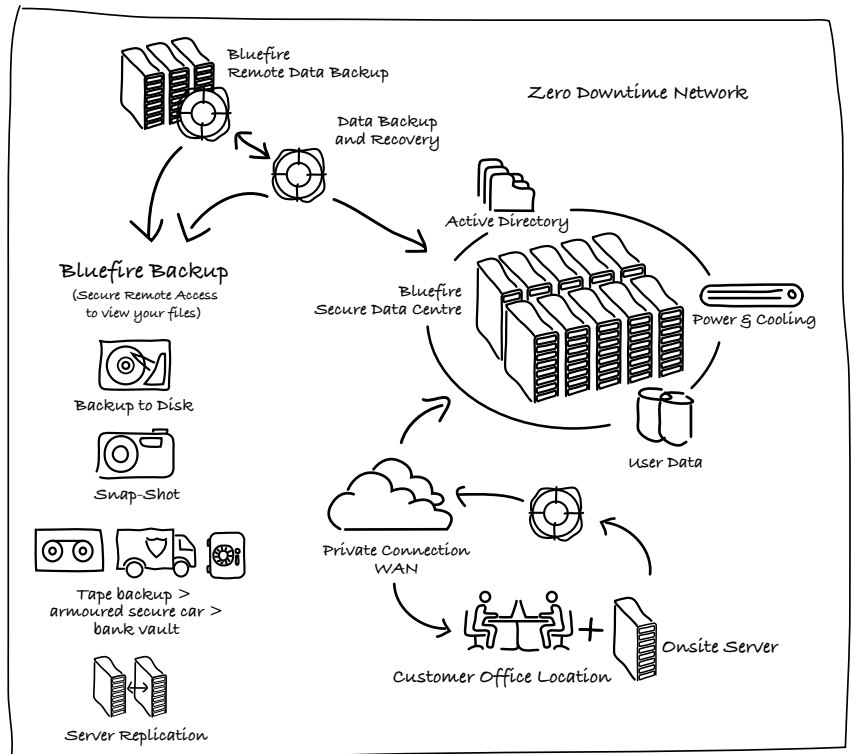


Backup Report



How BlueFire Backup works:

1. Install the BlueFire user interface, which lets you specify backup sets and create schedules according to your business requirements.
2. Install the backup application on your target servers.
3. Data is encrypted and compressed prior to offsite transfer for greater security and faster backup.
4. Data is transferred to a BlueFire's data centre via the secure BlueFire Private Network.
5. Within the BlueFire data centre, data is kept on dedicated, high-availability disk storage for rapid restoration when required.



features...

description...

Fully Automated Backups	<ul style="list-style-type: none"> • Data is regularly backed up, automatically and without the need for human intervention
Backups to Disk	<ul style="list-style-type: none"> • Backups are stored on spinning disk within BlueFire's data centres, keeping them readily accessible for quick recovery
Incremental Backups	<ul style="list-style-type: none"> • Only data that has changed since your last backup is sent each time • Reducing data volumes speeds backup completion and enables completion within allowable backup windows • Enables backups even from sites with modest available bandwidth
Rapid Recovery	<ul style="list-style-type: none"> • Data is stored on disk for rapid recovery • Continuous availability means you can get back up and running quickly, from anywhere, even if your business has suffered a catastrophic event
Pay Per Use	<ul style="list-style-type: none"> • BlueFire Backup is charged on a pay-per-use model, not on how much capacity you use • Keeps costs predictable and lower than maintaining a dedicated backup infrastructure
Highly Scalable	<ul style="list-style-type: none"> • BlueFire's massively scalable infrastructure is already supporting backup sets from 10GB to 25TB using the same technology
Guaranteed Availability	<ul style="list-style-type: none"> • Experienced staff monitor and manage the service 24x7 • BlueFire Backup is backed by a contractual service level agreement (SLA) with clear financial penalties if BlueFire falls short
Backup from Anywhere	<ul style="list-style-type: none"> • Data can be backed up from any server, anywhere – even in small branch offices without dedicated IT staff
End-to-End Security	<ul style="list-style-type: none"> • BlueFire follows security industry best practices as defined in the Banking Grade Security qualification for Information Security