

Unitrends™

Corporate Brochure



"Unitrends makes IT disasters insignificant events through continuous and revolutionary innovation."

protect

recover

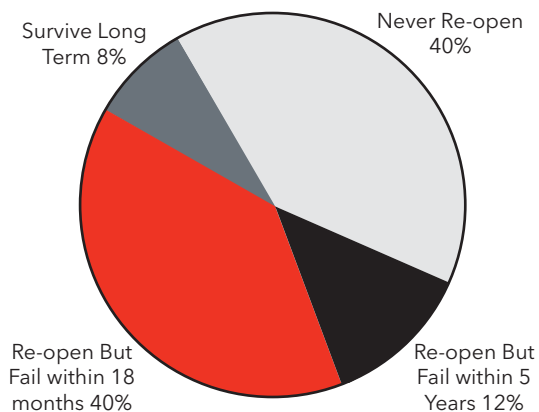
> OVERVIEW

Unitrends designs, engineers, manufactures and markets "Rapid Recovery™ appliances"—purpose-built hardware and software systems that allow small and medium-size enterprises (SMEs) to recover from catastrophic systems failures in minutes or hours. Unitrends' solutions deliver comprehensive recovery of lost systems and data, with world-class reliability and industry-best speed—and at price points that are affordable for growing organizations.

We've been *the* leader in the Business Systems Continuity market for the last decade, and have brought leading-edge technology to more than 750 client organizations since we announced our current-generation solutions in 2003. While our systems have been selected by sophisticated organizations such as FedEx, NASA, UPS, Lockheed, and the US Postal Service, our mission is to provide these same enterprise-class Rapid Recovery™ solutions to small and medium-size organizations.

> A CRITICAL NEED

Today, organizations of all sizes depend increasingly on the availability and performance of their IT systems. Nonetheless, failures are a harsh and constant reality. Servers crash, key files are deleted, and spyware and viruses proliferate. Zero-day exploits of OS and application security flaws are increasingly common. Any of these risks can bring an enterprise to its knees.



> Company Failure Rates after Significant Data Loss

Source: Wall Street Journal

There's an enormous cost to the resulting system failures. In one recent survey, almost 60% of companies incurred significant financial damage in the last year as a result of computer system failures. One-third suffered serious financial loss as a result of hacking or malware exploits over the same period. At a minimum, system failures can create huge costs in lost revenue, lost productivity and repair expenses. And sustained outages can threaten both the reputation and the very viability of an organization. The ability to recover full functionality fast after a system outage has never been a more critical need. And it's true for enterprises of all sizes.

"Only Unitrends promised and delivered high-performance, with full capabilities to meet our DR requirements and at a cost 70% lower than others we tested."

> THE HISTORICAL CHALLENGE

While the largest firms can afford to invest in redundant data centers, real-time failover technologies, and the staff to support them, these approaches are impractical (and the investments unaffordable) for most businesses. So the vast majority of firms have been left with laborious, sequential rebuilding of failed servers after a crash. Hardware repair or replacement is followed by reinstallation of the OS, patches and updates, and each critical application. System settings, registry entries, and passwords all must be configured to the prior state. Only then—typically a day or more after the failure—can recovery of user data from backup tapes or disk archives begin.

Further, an increasing number of organizations now use different operating systems (Windows, Linux, Solaris, Novell, Macintosh, etc.) within their IT infrastructure. In these environments, the complexity and time required for full recovery grows dramatically. Seldom if ever is a business back to normal functionality in an acceptable timeframe. With e-commerce and Web-based customer connections exploding, these historical approaches simply won't deliver acceptable recovery any longer.

"Business continuity has largely been the domain of big companies, but Unitrends has unveiled system-recovery technology at a price point that should help small and mid-size companies recover operational data as quickly as their larger counterparts should a system outage result from natural, man-made, or electronic disasters."

InformationWeek

> IS UNITRENDS RIGHT FOR YOU?

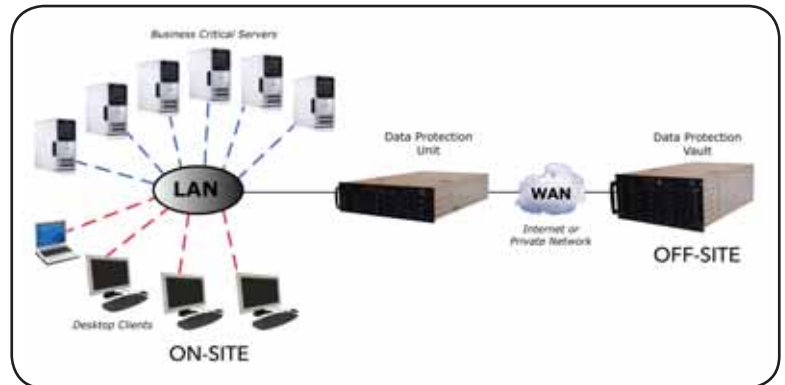
We build world-class solutions for small and medium-size enterprises. Our customers typically have both local and remote users, often across multiple time zones. They maintain collaborative, multi-OS applications and databases. They commonly run Exchange, Groupwise, MS SQL, MySQL, or Oracle-based systems. They may have as few as 2 - 3 application servers, or hundreds, and between 10 and thousands of users. They need to protect desktops, laptops, and servers, running Windows, Linux, Netware, Mac OS, and more. They're frugal, but still demand top-quality results...and they simply cannot afford to be down for days after a serious system failure or a natural disaster.

> EVERYDAY DISASTERS

A Microsoft Exchange e-mail server crashes. A user deletes a folder containing various critical files. A laptop's hard drive fails while the user is traveling. An application patch leads to a blue screen and a suddenly-unbootable server. Or a true disaster knocks out your entire facility. Fortunately, Unitrends' Rapid Recovery™ solutions will solve all these problems, typically in minutes or hours, not days. Here's why no other approach works as well.

> THE IDEAL SOLUTION

What's needed today is an all-in-one approach integrating data protection and backup; system and application recovery (to a particular point in time); and both local data center protection, long term data storage via disk or tape archiving, and offsite vaulting for true disaster recovery. The ideal solution would use today's best disk-to-disk technology to avoid the expense, frustration and unreliability of tape-based systems. It would handle today's most intricate multi-user real-time applications like Microsoft Exchange Server 2003. And it has to be affordable for virtually any organization. That's the Unitrends family of Rapid Recovery™ solutions.



Unitrends' customers connect one or more DPUs to their LAN; the DPUs then back up all the network's desktop, laptop and server systems that the IT Administrator chooses to protect. Snapshots of each system are routinely taken at user-defined intervals, and stored on the DPUs. These snapshots include the operating system (complete with passwords, permissions and registry settings), as well as all application software and user data, enabling full point-in-time recovery for any protected system.

Problem > True "bare-metal" technology that operates in a multi-OS environment is rare. There are many solutions that will back up your data, but few that can restore full servers—some Windows, some Linux, some Solaris—to new, unformatted hardware platforms in an hour or less after a serious service interruption or natural disaster. With most other alternatives, the rebuilding is sequential, time-consuming and dependent on manual processes.

"Unitrends provides everything we need; it provides us with total data protection at a price that delivers superior value and performance. We look forward to a long relationship and future solutions to help us meet our ever changing data backup requirements."

Problem > Most of the solutions for smaller organizations aren't complete. IT professionals have to stitch together different components from different suppliers. The lack of integration creates a fragile, hard-to-manage environment, and building a solution from multiple suppliers creates an environment of uncertain responsibility and weak accountability.

With Unitrends > SMEs get a complete, integrated solution from the experts in Business Systems Continuity. Unitrends' Data Protection Units (DPUs) combine hardware, software and support from a single provider for full integration and reliability.

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Momentum Group

With Unitrends > We invented the first bare-metal solutions more than 15 years ago. Our DPUs fully automate the process of rebuilding one or more user computers or complex servers—including the OS, all the applications, and all the data—typically in an hour or less. There's no simpler, better or more reliable way to get back in business fast.

Problem > Offsite vaulting is often an afterthought, and is based on archived tapes and manual processes.

With Unitrends > Our Data Protection Vaults (DPVs) integrate seamlessly with your onsite DPUs to provide full disaster recovery protection. Multiple DPUs, located at multiple sites, send encrypted, block-level changes electronically to a remote DPV. In the event of a disaster that compromises your main facility, the DPUs and each protected system can be fully recovered from the data in the offsite DPVs.

"We also really appreciate the fact that the Unitrends' Rapid Recovery System is more than just software. The fact that it's an appliance, integrating both hardware and software, makes protecting our data easy, fast and, most importantly, reliable."

IT Director - Dodge County



Problem > Special application needs (Exchange, SQL, etc.) often aren't addressed. And solutions targeted at the Windows world won't work in other OS environments.

With Unitrends > We provide continuous protection for Microsoft Exchange. This includes an automated recovery wizard which allows you to recover a server either from the local DPU or from the DPV. We also provide a specific agent for MS SQL, and we support hot backup of many other applications through customizable options.

Unitrends protects 20+ client operating systems, all from a single simple interface. We manage the complexity so you don't have to.

Problem > Few solutions come with a price tag that growing organizations can afford.

With Unitrends > We offer DPU solutions beginning well below \$10,000, and a complete range of larger systems capable of handling the needs of all but the most complex organizations. We'll configure a system that's right for you.

> IT'S TIME TO ACT

All IT professionals recognize that having solid system- and disaster-recovery capabilities is critical today. The costs of a serious outage are simply unaffordable. And the new data backup and e-mail archiving requirements of Sarbanes-Oxley, HIPAA and other regulations simply leave no room for guesswork or false optimism. Every organization needs a proven safety net for system backup, rapid recovery, and disaster protection. That's Unitrends.

If you are confronting the difficult challenges of growing data volumes, shrinking backup windows, increasingly impractical and unreliable tape systems, and the potential damage to your business that could result from a major server crash or natural disaster, we can help. Let us work with your team to design and implement the best Rapid Recovery™ solution for you.

Contact Unitrends today at 800.648.2827
or visit www.unitrends.com.

"The Unitrends package was complete, with integrated hardware and software, and it didn't cost us an arm and a leg. At the time, we were also running three separate operating systems; Unitrends was the only company we saw that wasn't going to charge extra license fees for our additional platforms."

Network Infrastructure Manager - North Cascades National Bank

> THE MOST OS SUPPORT

In addition, Unitrends partners and Inter-operates with a growing list of technology leaders, operating systems, applications and technology partners including:

