



The Challenge: Leveraging the Cloud for Enterprise Endpoint Data Protection without sacrificing SLAs or Storage and Bandwidth Savings

Enterprise data is exploding as end-users are increasingly spread more across the globe. Endpoint data protection and recovery is getting increasingly difficult for enterprises as data becomes increasingly diversified and complex. The facts alone are daunting:

- The volume of enterprise data is **doubling** every eighteen months;
- Over **38%** of corporate data resides on laptops which are never backed up;
- **17%** of these laptops lose data that can never be recovered;
- Only **32%** enterprises report having a reliable backup solution in place.

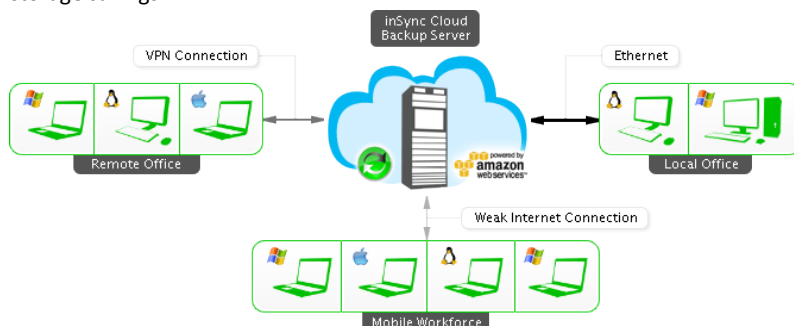
As enterprises seek cloud-based solutions to address their data protection needs, they face additional challenges, including:

- **Intrusive Backups** – The single most important reason that end-users avoid backups is the interference it causes with their work.
- **Limited Bandwidth for Mobile Workforce** – As critical data on endpoints ranging from laptops to mobile devices like iPads/iPhones grows, network bandwidth remains a critical bottleneck.
- **Poor SLAs and Performance** – Existing cloud-backup solutions were designed for consumers, with the enterprise just an afterthought. Most of these solutions have poor enterprise SLA's and still depend on high storage resources and reliable network for fast backup.

Complexity of Available Solutions—Legacy server backup solutions were originally designed with a high dependence on resources and a reliable network for backups, creating problems for remote offices to backup with limited bandwidth and resources. In addition, these backup solutions are often difficult to deploy and manage, requiring lots of attention.

The Solution: inSync Cloud

With inSync Cloud, enterprise laptop backups are faster, on-demand and more affordable. inSync Cloud is the first enterprise-class backup solution to bring application-aware data deduplication technology to the cloud resulting in 90% storage savings.



It offers one of the best SLA's (RPO and RTO) for instant data access and recovery from multiple restore points. Coupled with WAN Optimization, the solution offers unmatched bandwidth and storage savings. The solution is easy to deploy, manage and use and features high-performing, non-intrusive backups to a dedicated cloud.

inSync Cloud ADVANTAGE

Industry-First Cloud-based Solution with Application-Aware dedupe – Faster backups, 90% Storage and Bandwidth Savings.

Enterprise SLA's: Instant data access & restores infinite restore points

WAN Optimization: Specially designed to facilitate remote laptop backup.

High Backup Performance with hyper-cache technology

Near Continuous Data Protection: Timeline based restore points, flexible retention policies.

Invisible Backups - Non-disruptive backups at user-configured convenient times

One way to backup, multiple ways to restore data - Search Enabled Restores to laptops, PCs, iPads/iPhones

Dedicated Cloud, Secure Backups – Private cloud for your enterprise with military-grade backup security

What Experts Say

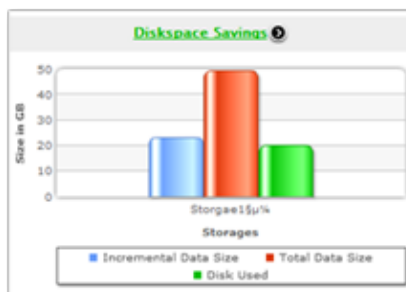
"Mobility has complicated backups and restore for many years. By addressing the pain points of bandwidth and performance (these) mobile computers finally stand a chance of getting proper protection with Druva."

- Claus Edge, Industry Analyst

Dedupe Meets Cloud: Huge Storage Savings

With 80% data duplicated across enterprise users, it constitutes a significant percentage of both the bandwidth required for backup, and storage needed for maintaining the backed-up data.

By saving a single copy of data duplicated across users, the unique application-aware technology used by inSync Cloud guarantees 100% duplicate elimination, saves over 90% backup time and storage, resulting in substantially lower storage costs for enterprises.



Enterprise SLAs: Best RPO & RTO

Using near-CDP, inSync Cloud maintains infinite restore points to offer one of the best Recovery Point Objectives (RPO). Each restore point facilitates instant access and immediate restoration of data with one of the best Recovery Time Objectives (RTO) as well.

High Performance

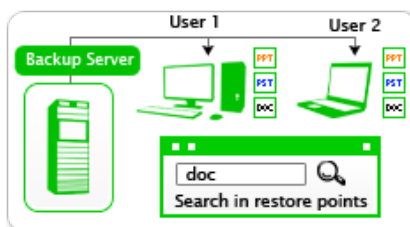
inSync Cloud leverages Druva's unique HyperCache technology to provide up to 12x faster backups by creating an in-memory dedupe index.

WAN Optimization and Bandwidth Throttling

inSync Cloud uses the Octopus WAN Optimization Engine to automatically detect network changes (WAN/LAN). It calculates optimal packet size and uses up to 8 threads to make the best use of available bandwidth. The inSync Cloud server also allows smart bandwidth throttling, based on percentage limits set for different available networks.

Data Availability - Anytime, Anywhere

inSync Cloud features search based, point-in-time restore allowing users to search for file name or extension and quickly restore any point-in-time copy of the file. Users can choose one of six options to restore their data including restoring on to their iPads/iPhones.



Secure Cloud Environment, Secure Backups

inSync Cloud guarantees a dedicated, secure cloud, where bandwidth, storage and access are not shared between different entities. This environment is highly available, backed by Amazon Web Services with a 99.9% uptime guarantee. Network communication between the client and server is encrypted using 256 bit SSL encryption. Backup storage at the inSync server is encrypted using advanced 256 bit AES encryption ensuring end-to-end security of your data.

Easy Set Up, Simple to Use

inSync Cloud is provisioned by Druva instantly. The solution is easy to set up, configure and use. From the initial provisioning, inSync server can be set up, configured and deployed to clients in a matter of minutes.

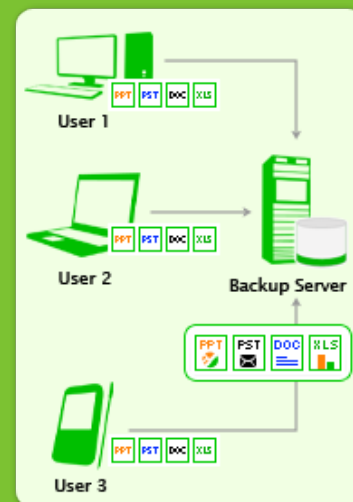
The Bottom Line:

inSync Cloud's focus on Enterprise SLA's and App-Aware Dedupe Offers the Best Data Protection With the highest Bandwidth & Storage Savings

With corporate data loss growing 260% annually, enterprises need to be cautious about identifying a corporate laptop backup solution that fulfils their remote office backup needs while being easy to adapt. Druva Phoenix is designed keeping the enterprise remote office in mind. It ensures backups are simple, secure and non-intrusive. It uniquely combines data deduplication and near-CDP to define new standards of server backup.

Industry's First - Application Aware Deduplication for the cloud

Druva inSync Cloud uses patent-pending data deduplication technology to save **only a single copy** of emails and documents duplicated across users.



Application-aware deduplication relies on awareness of the application data format. It interprets the on-disk file as it were written by the application and identifies the logical blocks or messages within the file which have changed. The deduplication algorithm removes duplicates at logical block or message level making deduplication 100% accurate and highly efficient.

Druva inSync Cloud comes with an incredibly scalable "Blackbird" storage engine which supports up to 16TB of dedupe data and over 2000 users on a single backup server. It uses an embedded Oracle (no-SQL) database for unmatched performance and zero-maintenance!

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