



inSync Cloud:
*Breakthrough Enterprise Endpoint Data Protection
Now on the Cloud*

April 2011

inSync Cloud

Breakthrough Cloud Backup Solution for Enterprises

First Cloud-based Enterprise Backup Solution to:

- Offer **Enterprise-scale SLA's** (Recovery Point and Time Objectives in Minutes)
- Introduce **Source-based, Global, App-aware Deduplication** on the cloud (to ensure 100-percent dedupe accuracy for supported applications)
- Solve the **Bandwidth Bottleneck**

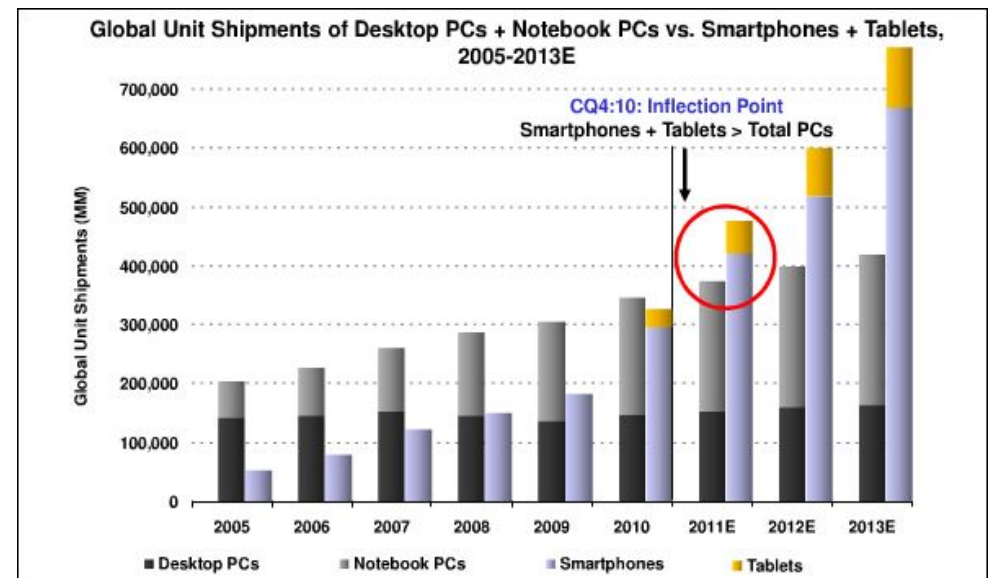
Enterprise Endpoint Devices

28%

of corporate data resides exclusively on laptops

- 50% of enterprise workers are remote/mobile
- 35% of those laptops are backed up regularly
- 17% laptops within enterprises loose data
- \$49,000 is the cost of a lost, unprotected laptop
- 7% of global devices are now iPads

Source: Gartner, Intel, Microsoft, ESG



Enterprise Backup to the Cloud: Logical, but Challenging...

- 1. Bandwidth Bottleneck**
 - 1000 Users
 - 20 TB backup/month
 - 50 GB incremental backup daily

- 2. Poor SLA's**
 - Low Backup Speed
 - Poor Recovery point Objectives
 - Poor Recovery Time Objectives

- 3. Not built for End Users**
 - Intrusive backups
 - Limited to no access to data
 - Reliance on IT to restore data

Existing Cloud Solutions Ineffective

DIY Cloud Backup Solutions

- Lack of centralized control
- Security & compliance concerns
- Bandwidth limitations
- Higher costs



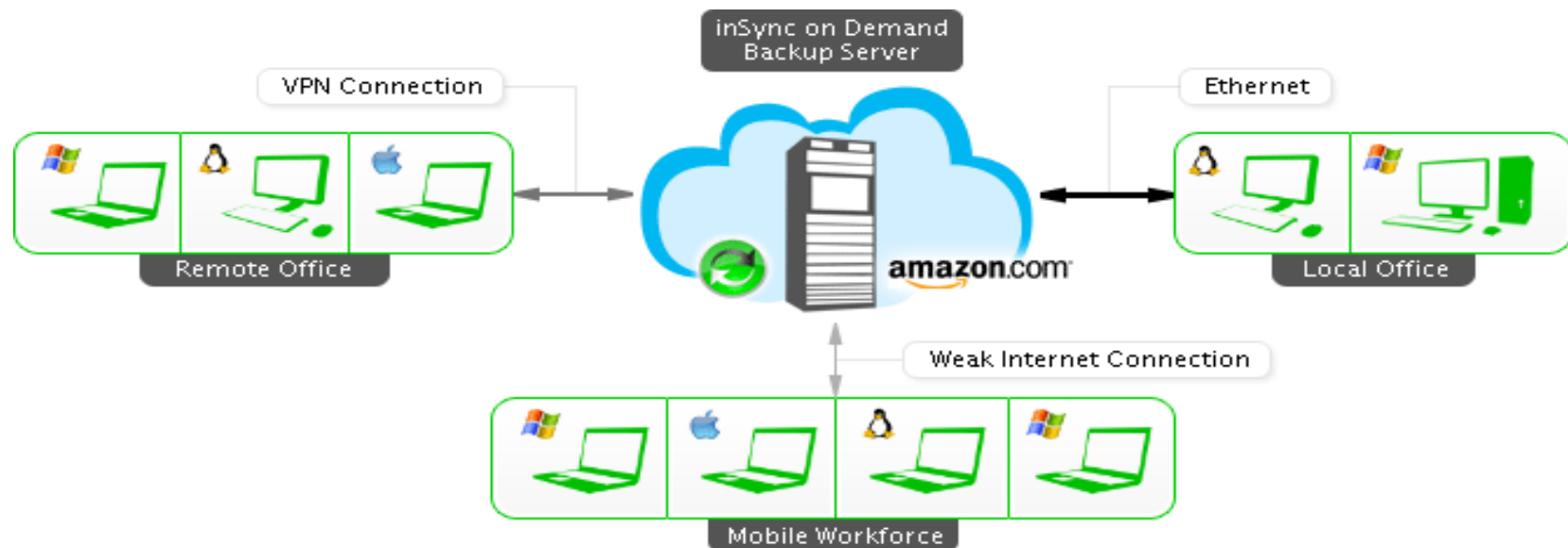
SMB Cloud Backup Solutions

- Bandwidth Limitations
- Lack of automation
- Poor RTO & RPO



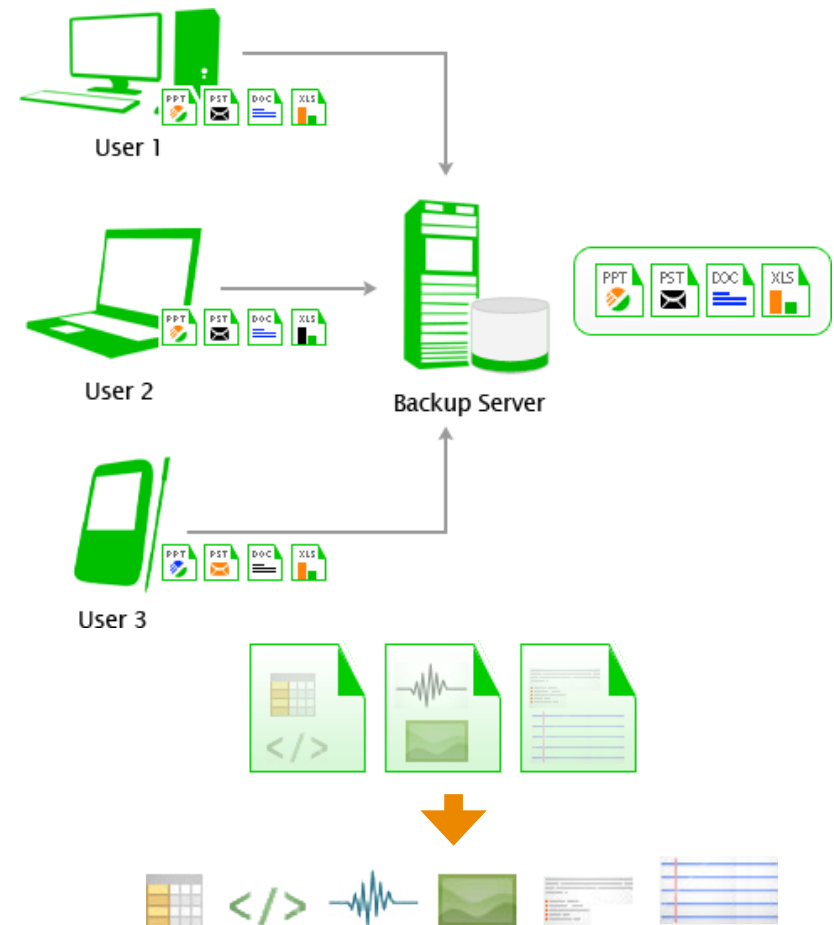
Druva inSync: Solution Overview

- Built on state-of-the-art **Amazon AWS**
- **Virtual Private Cloud**: Dedicated resources and high QoS
- **Source based, global deduplication**: 90% bandwidth & storage savings
- Near-continuous Restore Points = **Best Recovery Point Objective**
- Instant access and restore = **Best Recovery Time Objective**



The Druva Advantage

- **Global, Source Based Deduplication**
 - Source based, across users & across application deduplication
 - Saves 90% bandwidth and storage
 - 100% accuracy for Outlook and Office files
- **Octopus WAN Optimization Engine**
 - 16 parallel asynchronous connections
 - Smart Bandwidth throttling
 - Auto-reconnect across network drops
- **Simple**
 - Backups up and running in 10 minutes



Scalability

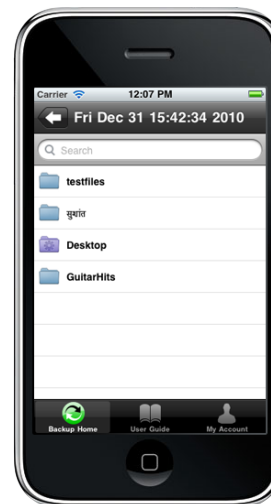
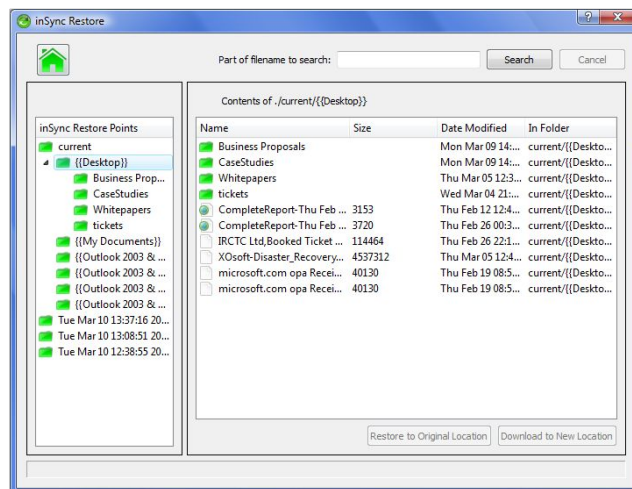
- How inSync cloud scales
 - **HyperCache:** Server side in-memory selective caching
 - **Distributed Cache:** Client side caching
 - **WAN Optimization:** Reduces overall network requests

Virtual Private Cloud: Custom Built for Enterprises

- State-of-the-art Amazon AWS Infrastructure
- Guaranteed QoS and 99.9% uptime
- High RTO : Instant data access
- High RPO: Near-CDP backups and snapshot restores
- Data Import and Export
- Highly scalable architecture
- Superior support experience
- Highly Secure

Enterprise-level Recovery Time Objective: *5 Instant Ways to Restore*

1. Client App search & restore
2. Web browser search & restore
3. Mobile (iPhone/iPad/Android) app
4. Admin-assisted remote restore
5. Data Export over Disks



Pricing

- **Pricing**
 - \$2/machine/month
 - \$1/GB/month (cumulative deduped storage)
 - Volume discounts available for 1TB and higher
- **Web/Email/Phone Support** included
- **Data Export/Import Services** extra
 - \$150 Administration & Shipping Fee
 - \$50 for every 100GB

inSync Cloud: Summary

Industry-First Cloud-based Solution with:

- **Application-Aware dedupe:** Faster backups, 90% Storage and Bandwidth Savings.
- **Enterprise SLA's:** Instant data access & restores, near-continuous data protection with granular restore points. State-of-the-art Amazon Web Services infrastructure
- **WAN Optimization:** Specially designed to facilitate remote laptop backup.

“The Druva inSync Cloud SaaS offering addresses laptop backup issues by providing policy control to administrators and scheduling control to endpoint users, and optimizing WAN transfer with application-aware deduplication. Druva further differentiates its solution with SLA guarantees for performance and data availability.”

Lauren Whitehouse
Senior analyst at Enterprise Strategy Group.

