



# Comprehensive Data Protection for Small and Medium Businesses

BackupAssist makes Windows backups simple. It gives you best practice data protection solutions at the click of a mouse, providing automatic, scheduled backups for the full range of Windows Server Products in one software package that almost anyone can use.

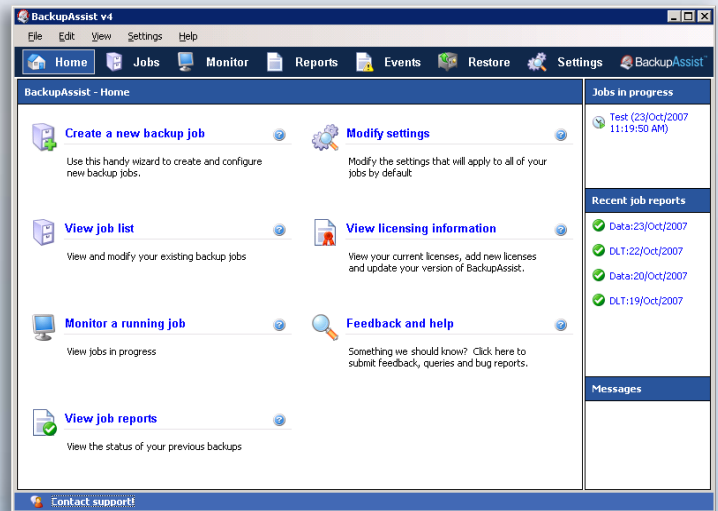
BackupAssist is designed to be both fully comprehensive and affordable for small to medium businesses. It gives you exactly what you need without the complexity and large price tag that goes with other brands. You get local and internet based backup solutions, the ability to backup everything from individual files to complete servers (including Active Directory, Exchange and SQL), control over both physical and virtual environments, and built-in support for a comprehensive range of backup devices.

# Why should I use BackupAssist?

## 1. Easy to set up, and use. Save time, avoid frustration

BackupAssist is designed to be simple and easy to use. No certification is required and you won't need a computer science degree to understand it. There are no lengthy training manuals needed, because the software guides you through each task and helps you troubleshoot problems and errors.

After the initial setup no extra maintenance is required! It's truly hassle free so you don't waste time writing and testing batch scripts.

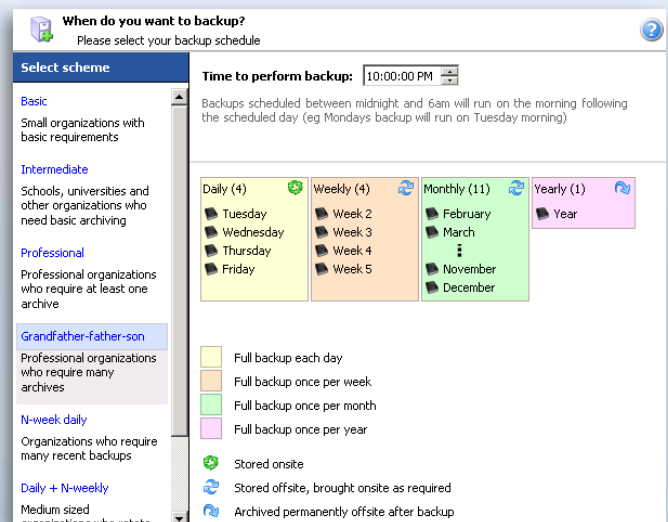


## 2. Implement a reliable strategy "out of the box"

A reliable backup strategy allows you to restore data from different points in history. This is done through a media rotation scheme, and for the new user, it can be complex to implement.

BackupAssist™ implements your choice of media rotation schemes, at the click of a button! You enjoy the security and reliability without going through the learning curve.

Regardless of the type of backup hardware or media you are using BackupAssist has schemes to suit all devices.



## 3. Intelligent Reporting to avoid silent failures

Just like a second hand parachute, conventional scripts and scheduled tasks leave businesses vulnerable. You simply don't know that a backup has failed in the past until you try to restore — and by then it's too late!

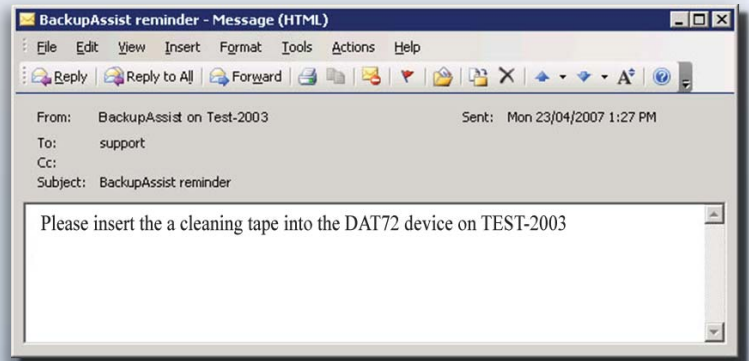
BackupAssist™ overcomes this by monitoring and verifying the backup process, and emailing the backup results to your administrator. This gives you back control and confidence so if a backup fails, you're informed and can take appropriate action.



## 4. Simple instructions so you can't go wrong!

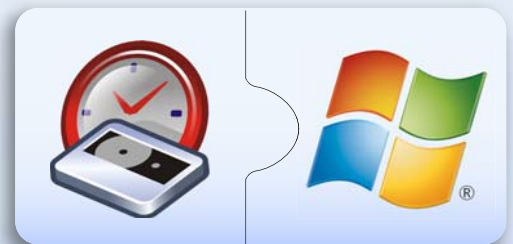
Of course, a backup strategy is only worthwhile if it's followed. BackupAssist™ emails simple instructions to your office administrator or secretary when a backup tape or drive needs to be changed.

This minimizes the possibility of human error, so you know with confidence that your data is protected.



## 5. Integrates with Microsoft's Windows technologies

Instead of reinventing the wheel, BackupAssist builds upon the best available backup technologies – standard programs that are proven and widely supported. This means your backups will always be readily accessible, unlike other backup software that may lock your data into propriety formats, making it difficult to retrieve in future.



## 6. Flexible levels of protection, flexible pricing.

BackupAssist uses a sensible pricing model that allows you to only pay for what you need. Purchase a BackupAssist base license, and then add more features using add-on products as required. And no matter how complex your backup requirements, you'll find that BackupAssist does the job better!

	Competitor*	BackupAssist
Price per Windows® Server + Exchange Backup	USD \$2091.31	<b>USD \$249</b>
Easy setup with Configuration Wizards	✓	✓
Industry-standard rotation schemes	✓	✓
Email reminders for easy management	✓	✓
Email reports to eliminate 'silent failures'	✓	✓
Backup files in standard Microsoft format	Optional	✓

\* 'Competitor' is a major vendor. The RRP prices quoted here were taken from the competitors website on November 7th 2007. Prices are in US dollars.

## Extend BackupAssist with optional add-ons:

### Exchange Mailbox Add-on

Perform brick-level backups of Exchange, including public folders, for simple recovery of individual mail items or entire mailboxes.

### BackupAssist for Rsync

Fully automated, set-and-forget and secure internet backups using the proven Rsync protocol.

### Zip-To-Tape Add-on

ZIP backups to tape: an easy, cost-effective replacement for NTBackup on Server 2008 that allows you to continue maximizing your investment in tape drive hardware.

### SQL Add-on

Backup your SQL Server with a choice of daily or near-continuous (every 15 minutes) database ackups. Use the SQL Restore Wizard for simple database recovery, including point in time restore.

### VM Granular Restore Console Add-on

With BackupAssist's VM Granular Restore Console, which uses 'granular restore technology', you can retrieve individual files from any Guest Virtual Machine using just a single image backup of your Hyper-V Host.

## What does the world say about BackupAssist?

We needed a system that not only was foolproof - we had to be able to "set it; and forget it." It also had to send us a message when it backed up successfully or when it did not back up successfully. It had to have the ability to tell us what files were giving problems on backup. And- as an added treat, it had to remind us to "put in the tape." Your product delivered "in spades."

Fabulous product, excellent price, good followup.

Graham A. Wells  
Graham Wells Law Firm - Canada



We have a number of smaller clients that have only one or maybe two servers. We, nor they, could justify the cost of software like [competitor's product] for there organization. BackupAssist has all we need for these types of clients and the tape rotation system is a breeze to configure.

David Bonorchis  
indigoIT LLC - Virginia, USA



I purchased BackupAssist because it is so easy to use and it simply works! What appealed to me most was its ability to backup SQL server. I think BackupAssist is a great product. Keep up your good work!

Minh Tran  
Hummingbird Australia - Australia



This software is extremely good value for money, with features that you would pay hundreds of dollars for if you were to purchase one of the so called "big players". The User Interface is VERY User Friendly and it is a matter of set it and forget it (well almost you still need to check the logs). Thanks for a well designed product. I have already started to tell others about it.

Craig McInnes  
Equip - New Zealand



User friendly, not expensive backup solution compared to others sophisticated and more expensive. It's fit for purpose for small organizations.

Tomasz Kiepek  
Texaco Lubricants Polska - Poland



The greatest strength is without doubt the easiness of implementing a working backup schedule. Combined with the email capability it provides everything I need for our business' backups at a very competitive price level!

Johan Sandqvist  
AB Gyllenhammar & Sahlin - Sweden



We are a small (and growing!) business using SBS to manage our file services and exchange email. Having spent some considerable hours setting up automated backups etc a few months earlier, I know how unnecessarily painful this process can be. When I had to do it for the 2nd time I looked for an alternative and Backup Assist was my choice. BackupAssist takes all of that pain away and sorts out the MS Exchange open files problem in a few simple steps.

Excellent.

Martin Beake  
2Sys Ltd - UK



A very useful software, simple, reliable and inexpensive. Top class support and kind people. A must for every sysadmin struggling with NTBackup. Seamless tape rotation, automatic interface with Removable Storage

Elena Barbera  
Venus Promotions srl - Italy



BackupAssist makes Windows Backup a useful programme. We use it on the servers of our "smaller" clients. Its user interface is intuitive and without "show elements".

Werner Schmuck  
Gutenberg Rechenzentrum - Germany



Simplicity is the keyword. We had tried [competitor's product] which had a far too big overhead on our resources. Very easy to understand and user friendly.

Hans Ceelen  
DA&A Driessen - The Netherlands



To find out more about BackupAssist and download a free 30-day trial, visit:

MSGI Telecom Solutions - [www.msgusa.com](http://www.msgusa.com) - 1-877 MSG USA1 #1

