

David and Goliath

The Asigra Story



Small can be beautiful.

Asigra is a small company with a big history, and an even bigger future.

For more than 20 years, Asigra has been the technology and thought leader in the backup and recovery space. We've stayed ahead of the market with a secure, agentless, scalable and automated solution that aligns the value of data with its storage costs. With Asigra, IT Leaders evolve their environment unconstrained by recurring backup challenges.

We're a kind of David, confronting a series of Goliaths: IT challenges and, in the beginning, a first-hand catastrophe that set us in motion.

Asigra.

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How David recovered his *cool*.

In the mid-1980s, Asigra founder David Farajun was developing the second generation of an operating system for programmable logic controllers (PLCs). As is so often the case, he had one of those catastrophic data loss experiences when a hard drive failed.

Wanting to ensure that this would never happen to him again, he went looking for a foolproof way of doing backups—i.e., to a remote location without having to manually transfer data on tapes. He didn't find one. But he did find that many other people had suffered the same sort of catastrophe, and were looking for the same sort of solution. He decided to develop it himself.

In 1986, Asigra, which means "assurance," a privately held software company headquartered in Toronto, Canada, was born.

Development of the company's product, conformed to five design principles still in effect:

- As little human involvement as possible
- Offsite storage of the backed-up information
- Centralized backup of all business information
- Protection of the computing environment (Systems and Applications)
- Quick, reliable recovery

To minimize human involvement and simultaneously centralize all of the business' information, David focused on creating a platform that could deliver backup and recovery services over the phone lines. This drove the development of the industry's first agentless offsite backup and recovery platform.

Today, with the Internet replacing phone lines, Asigra is considered the Gold Standard of cloud backup and recovery platforms. It exemplifies the marriage of Thought Leadership with Technology Leadership.

A series of firsts *second to none*.

Asigra has been working to solve the most difficult backup and recovery problems longer than anyone else—and with phenomenal success.

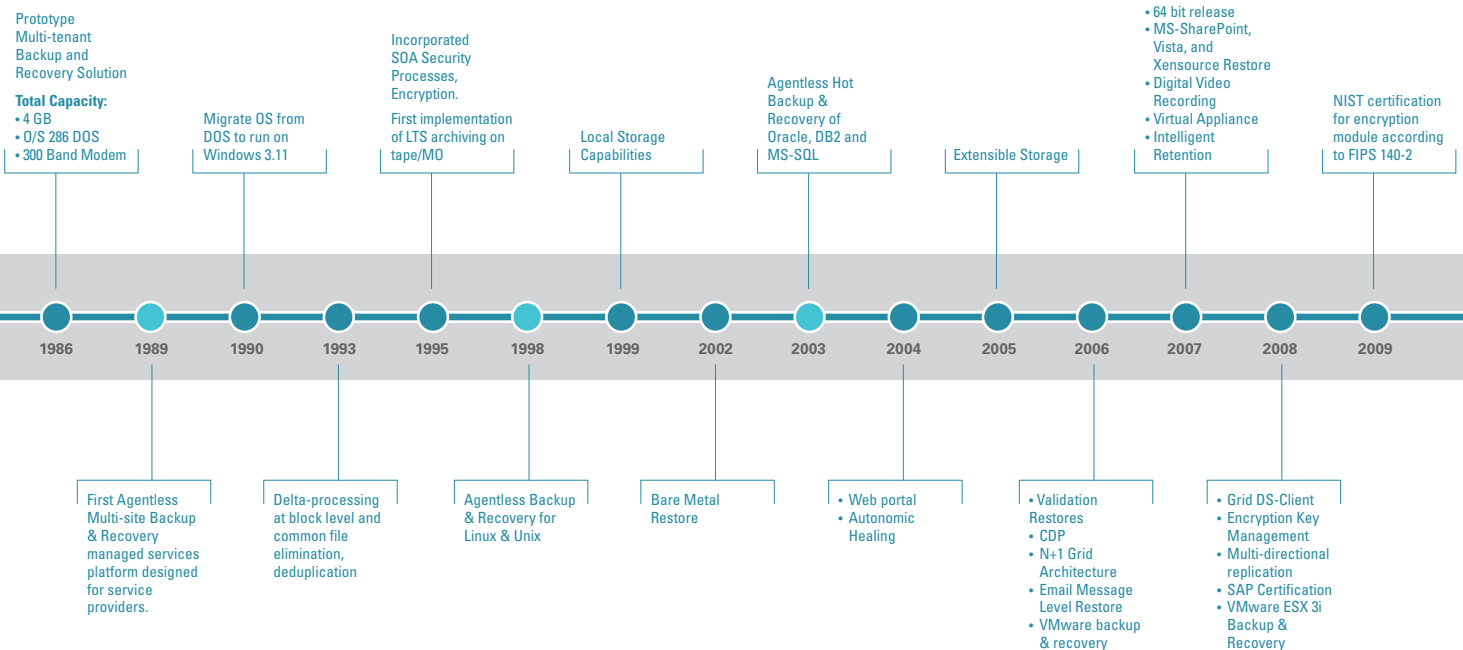
We led the industry with the first online backup/recovery software platform; the first multi-tenant backup/recovery software platform; first agentless backup/recovery software solution; the first remote office backup/recovery software package; the first ILM-aware backup solution; the first Backup Lifecycle Management (BLM) software product; the first service-oriented architecture for backup service providers and corporations; the first agentless Bare Metal Restore (BMR); the first distributed backup/recovery solution to offer email Message Level Restore (MLR); the first agentless backup and recovery for Mac OS X; the first FIPS compliant backup/recovery solution; and many other firsts.

Our history is one of being in front of markets, of solving the very real and most intractable problems posed by the need for secure and scalable data storage. We've done this in multiple eras of commercial computing, which positions us as the most reliable solutions provider for the new world order of cloud computing.

One *revolution* breeds another.

A revolutionary solution required a revolutionary way of thinking to make the technology available to SMEs and large enterprises across the globe and to overcome a prospect's nervousness about trusting an unknown company with their business data.

Asigra was the first vendor to visualize backup/recovery in a multi-tenant Software-as-a-Service model, delivered through service providers and thus leveraging the public cloud.



In 1989, Asigra began partnering with service providers to deliver agentless backup and recovery to the market. Recognizing the multi-tenant nature of the service providers' business model, Asigra embedded billing and other tools to empower remote services delivery.

Zero channel *conflict* helps everyone keep their *cool*.

For several years, Asigra sold only to managed service providers (MSPs) that leveraged public cloud infrastructure. Eventually, those partners began to encounter prospects that wanted the technology, but wanted to host and manage it themselves. So in 2005, Asigra launched an offering that end-users could purchase through the channel but host on their own systems, thus leveraging the private cloud.

By not selling direct to end-users, Asigra avoids channel conflicts. End-users who want to buy the platform to create private clouds can source it through their preferred reseller. That's because Asigra's channel program honors the pre-existing relationships between the end-users and their existing channel partners.

"We avoid channel conflicts, which allows us to stay focused on providing good technology and support, and allows the channel to own the relationship with end-users."

David Farajun
Asigra Founder

Traditional approaches versus the *"Future of Backup."*

The traditional backup vendors (Symantec, IBM, EMC, CA and others) continue to play a significant role in the backup and recovery market. But the pressure to innovate and offer a range of recovery options has escalated, because new market requirements are forcing customers to look at non-traditional technologies and solutions.

A new industry paradigm shift is finally catching up, with virtualization and public/private cloud computing.

Traditional methodologies to backup and recover data are unable to deliver a unified platform that addresses customer needs in a holistic framework aligned with this paradigm shift. **Asigra delivers one integrated solution:**



Hybrid Data Protection Strategy: You do not need to choose whether to completely manage the entire company data or completely outsource it to an Online Backup Service Provider. Asigra is the only solution available that allows mixing and matching and seamlessly switching between the two strategies without having to reinstall the backup and recovery client software.

Public and Private Cloud Computing Data Protection Strategy: you can leverage the Public Cloud or use your company's Private Cloud to optimize the backup of distributed remote locations, virtual machines and mobile users.

Control vs. Custody: Asigra is the only solution that always ensures your *control* of backup data. You can easily migrate your backup data from your internal data center to an MSP's facility or vice-versa using the Asigra migration tool - without having to reinstall the backup and recovery client software. As your backup strategy changes, retain the *custody* of your data or outsource it to an MSP, but you always have *control* over your backup data. Asigra offers a variety of clear, cloud-migration paths.

Single code base and common platform: Asigra offers a holistic data management solution that includes technologies like LAN Storage Discovery, Mass Deployment, Encryption, CDP, Deduplication, Replication, Backup Lifecycle Management with a single code base and unified platform.

Why agentless? It's the *stone* in our *slingshot*.

Asigra's software is agentless, so it resides on one host inside a LAN without anything installed on the protected systems.

Agentless architecture is less invasive, easier to deploy and manage (troubleshoot, upgrade, and buy), and optimal for protecting virtual servers. You simply install it on one machine and protect the entire network.

While traditional backup and restore solutions might require backup agents installed on every target server, workstation, and laptop—for each type of system and application—Asigra's architecture is designed to integrate support for all major platforms and applications into a single software "footprint" on a local area network (LAN).

Asigra's platform is comprised of two major components: the DS-Client (one installed at the edge of the cloud where data needs to be protected); and the DS-System (installed at the vaulting location, or core of the cloud, where the protected data resides). This scalability enables Asigra to support additional backup loads and multiple operating systems, servers, databases, applications, and storage environments.

While these features were developed with the storage needs of large business and enterprises in mind, our pay-as-you-grow licensing model—which is based on the amount of compressed de-duped data stored—makes the solution well suited to SMBs (Small and Medium Businesses).

Real backups of virtual environments.

Asigra enables enterprises to bridge the physical and virtual worlds, without having to pick point-solutions for each. As the virtual server market matures and becomes part of the 'new world order' of cloud computing, companies that choose to select multiple virtual server platforms inside their clouds can also leverage Asigra to protect leading virtualization platforms such as VMware, Citrix, Microsoft, Parallels, and Virtual Iron.

When a new virtual server is added, the Asigra backup and recovery platform is designed to automatically discover these servers, and include them in a backup policy. Furthermore, live virtual machine backup allows administrators to back up virtual machines in the middle of production operations without disruption to production windows.

Knocking Goliath down: Term Licensing vs. Perpetual Licensing

In the current economic scenario, even though organizations face a threat to their business continuity if they do not stay current with the evolution of the computing paradigm, many face challenges to procuring traditional perpetual licensing via CAPEX funds.

Asigra has stepped in with another "first"—a revolutionary "term/rental licensing" model that lowers the barrier to entry with a ridiculously low monthly software rental cost.

The new pricing model is the first of its kind in the backup market segment. It enables SMEs as well as large enterprises to access the next generation backup and recovery solution using OPEX instead of CAPEX funds, while maintaining the flexibility to convert term licenses into perpetual licenses down the road.

"Less capitalized organizations still require the robust backup service delivery platform that Asigra provides, as they ramp up their IT strategies to meet the challenges they face when scaling their backup and recovery solution to meet the demands of Cloud Computing, Green IT and Virtualization. This new pricing model increases access to Asigra with flexible start-up options by leveraging OPEX instead of CAPEX."

*Eran Farajun
Executive VP, Asigra*

Agility to outmaneuver any existing or upcoming Goliaths.

Asigra's mandate is agility—in responding to the requirements of the users of backup and recovery software, and to those of the channel partners who deliver the solutions to end-users. For Asigra, it's all about ensuring that the backup solution we offer meets the IT requirements being dictated by the new world order encompassing Virtualization, Private/Public Cloud Computing, Green IT, and the paradigm shifts to come.

Asigra's Hybrid Partner Program—another first—enables MSPs and VARs to become more responsive to the needs of their customers by delivering our backup and recovery solution to SMEs and large enterprises as a perpetual license (private cloud), term license (private cloud), or as an online (public cloud) backup service—hosted, delivered and supported by that company's trusted IT advisor. In this way, pure-play managed service providers have the opportunity to add reseller capabilities to their business. And resellers can begin to offer Asigra-powered online backup services.

Most importantly, it means that Asigra as a software or as a service is available to customers of every size, via the trusted channel partner of your choice.



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