"Trust Your Critical Business Data To Our Team Of Dedicated, Experienced And Hard Working Online Backup Experts!" - *Mitch Romm, Managing Partner*

Many vendors try to sell you cheap do-it-yourself online storage products. However what they don't disclose is the challenging project (and ongoing costs) you'll face when you try to turn their product into a working solution for your organization.

We're different – our service is Done-For-You!

Dr.Backup combines proven backup software and secure cloud storage together with professional services. Our Done-For-You approach to backup services means that we directly assist in the ongoing Setup, Monitoring, Alarming, Restoring and Testing (S.M.A.R.T.) of your backup solution.

All of our S.M.A.R.T. backup packages include:

- ✓ 30 day free trial of fully functional solution
- ✓ Backup software customized to your requirements
- ✓ Data encryption for security and compression for efficiency (HIPAA regulations)
- ✓ Confirmation message after each backup with detailed audit log
- ✓ Protection of mission critical SQL databases, open files and Microsoft Exchange
- ✓ Control over file selection, backup schedule and data retention period
- ✓ Complementary (optional) local image backup to onsite storage media available
- ✓ Ongoing monitoring to detect and help correct many common backup errors

The Dr.Backup support staff acts as a logical extension to your team. This means that you get a business-class backup solution with without the need to make a significant investment in technology, staff or training.

For more information contact your local authorized Dr.Backup Pro-Partner or reach us on the web at https://**drbackup.net**

Technology-Threat Analysis
How Well Are You Protected?

Protective Umbrella

Threat	RAID	Local Backup	Online Backup
Hardware Failure	Yes	Yes	Yes
Software Bug	No	Yes	Yes
File System Corrupt	No	Yes	Yes
Accidental Deletion	No	Yes	Yes
Virus Infection	No	Yes*	Yes
Human Error	No	Yes	Yes
Employee Sabotage	No	No	Yes
Natural Disaster	No	No	Yes
Equipment Theft	No	No	Yes
Power Surge	No	No	Yes

* Partial Protection

Dr.Backup™
online backup service

If possible, protect your business using all three approaches.

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S.M.A.R.T. Managed Backup Service Delivery Methodology (Done-For-You)

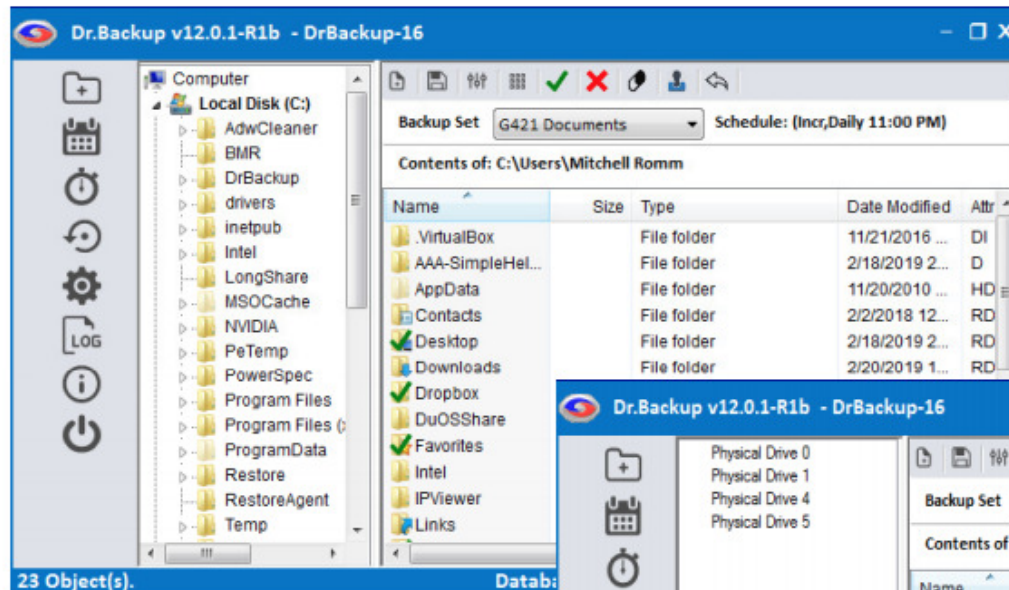| Service Component	Description	Dr.Backup Managed	Self-Managed
Setup	Download & install backup client software, identify & select critical files, folders, email stores, SQL databases & applications for backup. Define retention times, set backup schedule(s), assist in firewall updates & addition of exceptions to antivirus scanners. Perform initial baseline of data over Internet or using portable USB drive. Adjust & optimize setup as required.	Included	Your Staff ($)
Monitoring	Verify backups run on schedule each day. Provide a complete, auditable log that identifies every data item backed up and reports any error conditions detected. Identify machines that exhibit a pattern of improper or troubled backups.	Included	Your Staff ($)
Alerting	Provide proactive notification to customer (and/or their technology consultant) by email or phone message when backups run with errors, run empty, or do not run on schedule. Over 50 common errors generate alert notifications that customer support tracks & actively helps to resolve via remote support sessions.	Included	Your Staff ($)
Restoring	Directly assist customer to recover copy of lost, missing or corrupt data elements previously backed up. If required, perform bulk data restoration and provide access via high-speed FTP download (up to 100Mbps) or express delivery of USB disk.	Included	Your Staff ($)
Testing	Assist in periodic end-to-end testing of disaster recovery procedures to verify data integrity & help organization meet Recovery Time Objective (RTO) and Recovery Point Objectives (RPO). Perform routine software updates to correct minor defects and assure latest security measures are in place.	Included	Your Staff ($)

Daily Tasks

Dr.Backup online backup service

A managed backup service ensures critical data is safe by augmenting fully-featured software with 5 essential services delivered by specially trained technicians
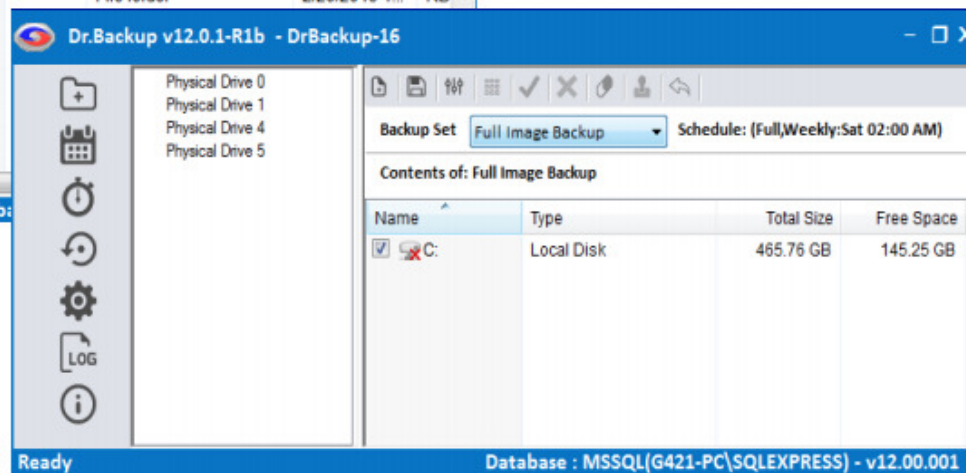
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Backup Software (Servers & Endpoints)
Single program handles both online & local backups

Online Backup Mode – files, folders SQL databases, virtually any business critical document, fully encrypted, compressed and securely stored in offsite cloud storage

Image Backup Mode – Select entire drives or specific volumes, disk images transferred to local disk storage in universal Virtual Hard Drive (VHD) format

Local Image Backup
Recovery & Support Options

Recovery Option	Description	Dr.Backup Support	Onsite Tech Support
Mount & Share (File Access)	Attach backup media to networked PC. Mount image (VHD) and establish shared folder access.	Included	Optional
Virtualize PC onto Temp Workstation (Application Access)	Attach backup media to networked workstation. Install virtualization software. Configure virtual PC using VHD. Boot and test configuration. Verify application access.	See P2V Configuration Service Package Plan	Contact Local Consultant
Bare Metal Restore (BMR) of Repaired or Replaced Device	Use Windows compatible boot and recovery disk to recreate disk partitions. Attach backup media, mount and transfer VHD image contents to disk*	N/A	**Required** Contact Local Consultant
Full Migration to New Environment	Deploy new hardware and operating system. Reinstall/upgrade application software, attach backup media and transfer data to new computing platform	N/A	**Required** Contact Local Consultant

* Bare metal restore to dissimilar hardware configurations may not be possible. Consider virtualization.

Local Image Backup protects you against data loss from equipment failure. It's the perfect complement to offsite backup of mission critical files, folders and databases

Backup Storage Options
Use Dr.Backup To Craft Your Team's Solution

Storage Type	Intended Use	Backup Benefits	Concerns
Private Cloud Storage Business-Class Online Backup Service	Backup business critical files, folders, SQL databases, application data, active email correspondence, financial materials, client work-in-progress	Physical and electronic security, Standards compliant, Always encrypted, Protection from virus, malware, human error, Restore to alternate location	Monthly recurring storage fees may increase over time, Extended restore times over Internet
Local USB or NAS Device Traditional Local Image Backup	Backup full image of entire disk partitions including operating system environment, applications and data files	Rapid data access, Advanced recovery techniques including virtualization and bare metal restore to repaired equipment	Long backup window, Vulnerable to physical & electronic threats, Unknown device reliability
Public Cloud Storage Amazon AWS®, Google® One Drive, Wasabi® Hot Storage	Bulk storage of (mostly) static data including documents, images, music, video and other archives	Offsite storage protects against physical threats, low cost per GB stored	Multi-vendor solution, Separate management and admin, Variable billing, Multiple POCs *Dr.Backup fully encrypts all backups stored in a public cloud "bucket"

Data safety, recovery time and cost must all be weighed when designing the optimal backup strategy for your team

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