LuxCloud

TRUST · ENABLE · SCALE

BackupAgent

1. Solution benefits
1.1 For the customer
1.1.1 General information

BackupAgent offers backup and storage of computer files. It's built around a scheduled client software program that runs typically once a day and usually at night, while computers aren't in use. The program collects, compresses and encrypts the data before transferring it to the off-site hardware located in a Tier 4 Datacenter in Luxembourg.

Backup business data

Compression   Encryption

Restore lost data
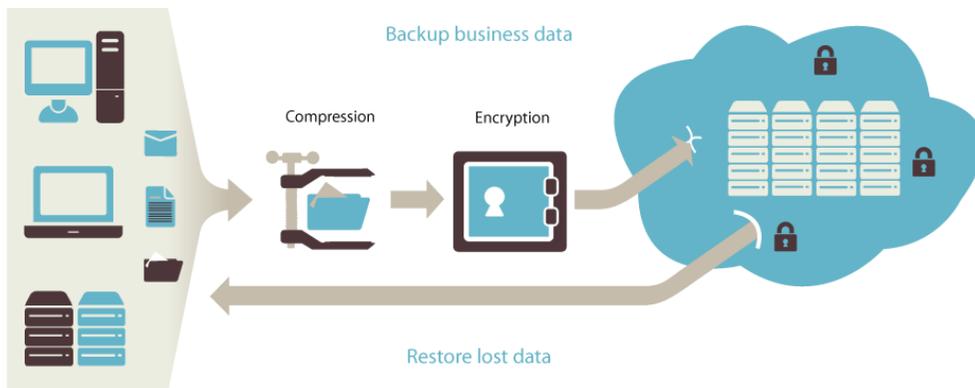
1.1.2 BackupAgent features

- **Fully automated**. Backups are made automatically and scheduled. Therefore human intervention is unnecessary. The frequency can be defined per backup task.

- **High availability.** With BackupAgent your data is continuously available and directly accessible. Should you happen to lose your data, you can immediately restore it from your last backup.

- **Strong security.** It's essential to guarantee the privacy of user data. This is achieved via security methods such as data encryption (256-bit AES with private key) and a secured internet connection (SSL). The data is stored in a Tier 4 data center in Luxembourg to guarantee maximal privacy. Only the user has access to his data.

- **No initial investment.** BackupAgent is a service: for a fixed fee per month you receive secure backup, without the need to invest in hardware or expensive one-off software license.

- **Low cost of ownership.** BackupAgent needs to be configured once; thereafter all backups are executed automatically. The monitoring is fast and easy.

- **Easily restored.** The restore of your data is straightforward. You select the backed up data and choose the target location; your files and folders are back on your computer in no-time.

- **Multi-platform.** BackupAgent is available for the most common operating systems such as Microsoft Windows, Mac OS X or Linux/Unix.

- **Hot database backup.** BackupAgent can make backups of MS Exchange Server, MS SQL Server and MySQL databases without interrupting the operational processes (hot backup). Even the backup of individual folders within Exchange is possible.

1.2 For the Sales Partner

1.2.1 General information

Cater for the growing demand of reliable backup processes and manage them effectively. With BackupAgent you can now offer an end-to-end backup solution to your customers without having to invest in infrastructure yourself.

The most important business asset of your SMB customers is data. After all, without customer information, order details or product data, they will not be able to perform any business activities. Imagine, partially or even completely, losing business data. This would be a disaster for the SMB. BackupAgent offers a cover-all, end-to-end solution for all backup issues. The solution creates a backup of the data on computers or servers, irrespective of their location.

1.2.2 Target market & potential customers

The target market for BackupAgent includes small to medium-sized businesses (SMBs) and small office/home office (SOHO). The perfect BackupAgent customer is a growing small business with one or more Windows or Linux servers and 10 or more workstations. They are not big enough to do all of their IT in-house and are willing to outsource most of their IT, including backups.

The ideal BackupAgent customer profile

- Typically a decentralized business with multiple offices, home offices and/or traveling staff.
- Committed to hosting and subscription-based pricing model.
- Wants to pay monthly instead of buying a complete solution themselves.
- Understands the essence of an Online Backup solution
- Desires to outsource part of the business, like IT administration, maintenance and management (system administration, security expertise etc.).
- Is willing to pay for value.

1.2.3 Up-sell

Generate a freemium (give away), demo or trial account for potential users, with BackupAgent. This functionality provides you with a strong marketing tool to get your customers into using this cloud solution. Once they are set up and satisfied, it is an easy conversion into paying customers.

1.3 Technical specifications

SMB specifications
Windows, Mac & Linux support