

# Triplebackup Live Image™

## Online Image Backup & Virtual Failover for SMBs

Recover Your Server In Minutes and Rebuild In Hours After Server Failure Or Site-Disaster.



### Downtime is costly. What would a day of your team's time or no sales cost you?

**ONLY** Triplebackup can protect your business with: online image & file backup (Triplebackup Live Image) for world-leading **offsite** protection, Virtual Failover to ensure **business continuity**, and Triplebackup Local Image Backup for secure **onsite** protection. Cost effective and simple to use.

#### 1. 'Live Image'– Australia's Leading Online Image Backup Service.

This ground-breaking offering is an online **image** backup (a snapshot of your entire computer). So unlike online **file & folder** backup (generally offered as 'online backup'), it:

- Reduces your server rebuild to hours, not days.
- Protects your entire computer including: your operating system, applications like Microsoft® Exchange® & SQL Server®, drivers, settings and all your data. Recover it in exact state to new servers, dissimilar hardware, or virtual computers.
- **Add granular recovery.** Include unlimited files in your Live Image backup for around 10% of their size and cost. Then you'll also be able to self-recover individual files from your online backup immediately, from anywhere – no waiting or IT recovery costs!
- Protects your servers hosted in the cloud in the same way.

**2. Triplebackup Virtual Failover to the Cloud** – A world first for physical servers at the office! (It also works on hosted servers.) With virtual failover from your Live Image backup, you'll be working on an exact clone of the server you've just lost, in a secure private network in the cloud. Have your entire team back working on 'your server in the cloud' within minutes of a disaster, from any location. Multiple servers can failover & work together in your cloud.

**3. Triplebackup Local Image Backup** – Be working within minutes on your recovered or new server with our '10 minute boot', and rebuild your server in hours. Do all your backups at the same time, with the same software & replace expensive local backup licenses.

#### Plus Triplebackup:

- Works on any virtual platform & with other local backup software
- Protects all physical, virtual, onsite and hosted servers, workstations, laptops & tablets in one solution, for one fee.

**With no license fees, no hardware costs, a tiny start-up cost and just a small monthly fee for radically increased protection of your servers, data and business continuity, why not start Triplebackup today!**

## How Fast Can You Recover?

### Disaster Recovery

#### Work from anywhere, after a site-disaster:

**< 1 minute** Recover critical files over the Internet, without IT help from your Live Image backup.

**< 10 minutes (A world first)** Virtual Failover – an exact clone of your server is working in the cloud. Your team can work on it in < 1 hour.

**8-24 hours** Work on your rebuilt server in its pre-crash state, recovered from your Live Image backup (couriered back). Recover to same / dissimilar hardware, or virtual computers.

#### At your office, after a server loss:

**< 1 minute** Recover critical files over the Internet, without IT help, from your Live Image backup.

**< 10 minutes (A world first)** Virtual Failover – an exact clone of your server is working in the cloud. Your team can work on it in < 1 hour.

**< 10 minutes** Boot from your Local Image Backup & work on a copy of your server in its pre-crash state.

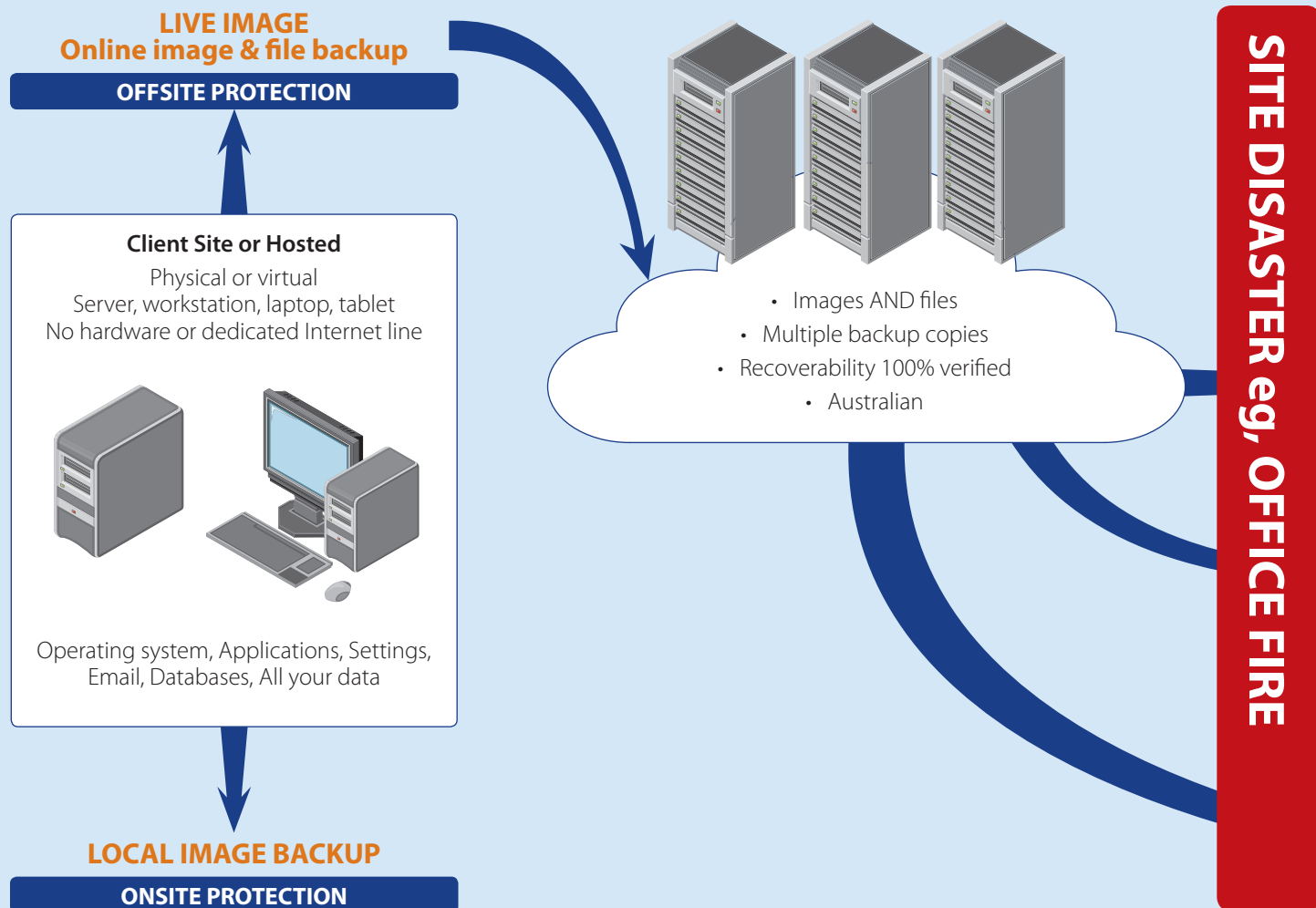
**< 4 hours** Work on your rebuilt server in its pre-crash state, recovered from your Local Image Backup. Recover to same / dissimilar hardware, or virtual computers.

## Unique Protection for SMBs

- ✓ Onsite & offsite server, data & DR protection in one automated, affordable service
- ✓ Australia's most workable online image backup service: rebuild servers in hours, instantly self-recover files
- ✓ The **ONLY** virtual failover service for servers at your office: work within minutes of a disaster on your 'server in the cloud'
- ✓ An Australian company using Australian data centres
- ✓ No hardware costs
- ✓ No license fees
- ✓ Cost effective Local Image Backup
- ✓ Affordable. Just a small monthly fee (OPEX not CAPEX)
- ✓ Web-based dashboard to monitor backups
- ✓ Full encryption & optional private encryption key
- ✓ Works on all Windows® physical & virtual servers, workstations, laptops & tablets.

**[www.triplebackup.com.au](http://www.triplebackup.com.au)**

## Protection



### Live Image Is Affordable

With no license fees, no hardware to purchase and online file backup reduced by up to 90%, Live Image is more affordable than many tape rotation, online file & folder, local backup software and other business-grade backup alternatives. Plus it adds significantly more protection.

Live Image provides self-recovery of files and reduces server rebuild to hours, saving you days of IT recovery costs and slashing your recovery time. Your previous 30 days' backups are stored for free. You can even cost effectively automate retention for months or years for effortless record keeping compliance.

### How Does Live Image Work?

Live Image creates a snapshot of the drives on your server(s) including any files & folders you select, and encrypts then stores it onto an external hard drive. Triplebackup upload the image from your hard drive, so it is quick and you don't incur a bandwidth cost.

From then on, your Live Image backup is fully automatic. Any changes you make on your servers are encrypted, compressed and sent over the Internet nightly. They are usually under 0.5% of the base image and require minimal bandwidth and upload time. Your local and online file & folder backups occur at the same time. Your systems are then fully protected.

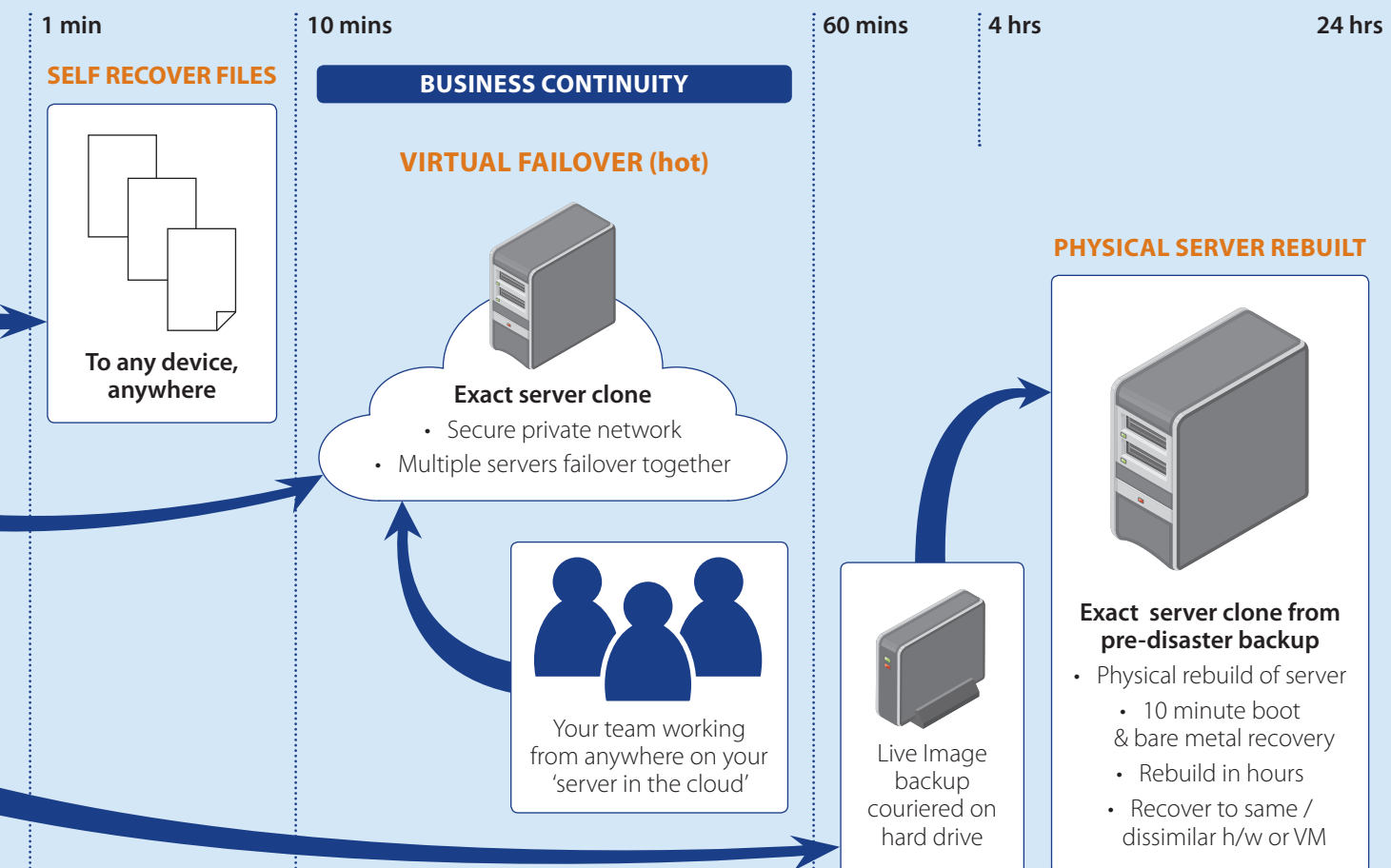
Each day's backup image is stored online on multiple servers in a professional data centre, ready for speedy physical bare metal recovery, or immediate virtual failover and individual file recovery.

You can monitor all of your computers' backups from a single Web-based dashboard, accessible from any Windows® Internet device, including your mobile phone or tablet!

# Backup

## Disaster Recovery

At new site, office, or anywhere



### Live Image Is Extremely Secure

All data is backed up in secure Australian data centres. Military grade 256-bit encryption is used to protect your data. The optional private encryption key prevents anyone except you from accessing your backup vault.

Live Image backup and image consolidation is fully automated, so it greatly reduces the risk of image corruption. All images are cryptographically verified to ensure they will be perfect upon recovery. For your peace of mind, we offer a free daily email with your backup status report.

### Complete Protection In One Affordable Service

Safeguard your data, systems and business continuity with a single, fully automatic, enterprise-level service. One provider, one service package and just one fee for all your protection needs, it's simple. Get started today!

### Operates on:

Windows Server® 2012, 2008 R2, 2008, 2003 R2 or SP1. Windows Small Business Server® 2011, 2008 and 2003 R2. Windows® 8, 7, Vista & XP.

Supports: Microsoft® Exchange®, SQL Server®.

Works on Virtual Platforms: VMWare®, Microsoft Hyper-V®, Citrix XenServer®, Red Hat Enterprise Virtualisation® & Parallels®.

Works with other Local Backup software

[www.triplebackup.com.au](http://www.triplebackup.com.au)

# Upgrade Your Backup – Save \$, Add Protection!

	Tape	Triplebackup Live Image
<b>Start up costs</b>	\$4,000+ for tape drive, tapes (CAPEX) & local backup software.	\$150 for initial upload.
<b>Ongoing costs</b>	\$150+ /mo. for tape rotation fees + hardware & tape replacement + 15 min /day of employee time (\$150+ / mo.).	A small monthly fee (OPEX) starting at <\$100 /mo. No employee time.
<b>Real-time server recovery</b>	No	Yes. Immediate failover to server in the cloud option, work anywhere.
<b>Server recovery time</b>	Days	10 minute boot to keep working. Rebuild in hours.
<b>Recovery risk?</b>	Yes, if one tape in a sequence fails. 32% of backup failures are due to human error.	No. Recover server in same-state. Backups 100% cryptographically verified.
<b>Single file recovery</b>	Takes hours & incurs IT costs.	Free & immediate without IT help, from anywhere.
<b>Backup mode?</b>	Manually load tape daily. Introduces risk.	Fully automated, no manual time, no risk.
<b>Web-based access to backup?</b>	No.	Yes. Web-based dashboard for real-time monitoring and file recovery.
<b>Archiving</b>	Must periodically take a tape out of rotation to archive, which increases cost & human error risk.	Archive affordably for months or years with ease. Recovery from any point of time is quick & simple.

	'Online Backup' (Online File & Folder Alone)	Triplebackup Live Image
<b>Real-time server recovery</b>	No	Yes. Immediate failover to server in the cloud option, work anywhere.
<b>Server rebuild</b>	Takes days to a week.	In hours.
<b>IT recovery costs</b>	Days or weeks of IT professional time costs.	Only hours of IT professional time costs.
<b>Exact-state server after recovery?</b>	No. It will be different.	Yes, from last image backup.
<b>Protects entire server?</b>	No. Your operating system, applications, settings & any files you didn't select for backup are lost.	Yes. Your operating system, applications (Exchange & SQL), drivers, settings & all your data are protected.
<b>Cost</b>	Affordable per GB backup.	Affordable. Includes online file backup for around 10% of its cost + provides image backup for DR + local backup.
<b>Local backup protection?</b>	None. Add & pay separate recurring license costs. Different vendors & software.	Yes. Affordable, synchronised local image backup.
<b>Stored in Australia?</b>	Often no.	Yes, in professional Australian data centres.

	Local Backup Software	Triplebackup Live Image
<b>Cost</b>	Recurring licensing fees per computer & virtual machine.	Very affordable.
<b>Single file recovery</b>	Takes hours of IT time & cost.	Free & immediate without IT help (or cost), from anywhere.
<b>Offsite protection</b>	None. You need to add & pay for offsite backup, or take a hard drive offsite nightly, \$150+ /mo. for employee time.	Yes. Online image & file backup for full offsite protection, speedy server recovery & optional virtual failover for DR. Self-recovery of single files.

	Other Online Image Backups	Triplebackup Live Image
	Typically offsite a large local image backup over a dedicated Internet line.	Custom designed to work easily over the Internet.
<b>Set up cost</b>	\$2,000+ for local backup software, onsite hardware & dedicated Internet line.	\$150 for initial upload. No hardware or dedicated line cost.
<b>Nightly incremental backups</b>	Large	Less than 0.5% of base image.
<b>Bandwidth cost &amp; backup window</b>	Large & expensive.	Small & very affordable.
<b>Network outage of over 24 hours</b>	Next backup is typically by an IT professional who compiles your backup and drives it from your office to the data centre. Costly.	Next backup typically uploads over the Internet. No IT professional time or cost.
<b>Real-time server recovery</b>	Generally no.	Yes. Immediate failover to server in the cloud option, work anywhere.
<b>Online file backup included</b>	No. Add & pay 100% extra cost.	Yes for around 10% additional cost.
<b>Single file recovery</b>	Generally takes hours & incurs IT costs.	Free & immediate without IT help (or cost), from anywhere.
<b>Backup stored at?</b>	Could be your IT provider's premises.	Professional Australian data centres.

## No Current Backup

Only now with the introduction of online image backup (**Live Image**), is affordable and automated full server backup and DR protection available for SMBs. So if you haven't backed up your business yet, the protection you have been waiting for is now available.

**With no license fees, no hardware costs, a tiny start-up cost and just a small monthly fee for radically increased protection of your servers, data and business continuity, why not start Triplebackup today!**

**Ask for your FREE DEMONSTRATION of Live Image today!  
Contact:**