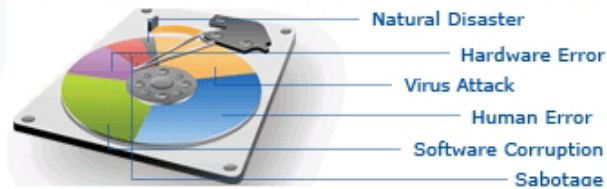live support™

live connect™

RevITup™ TechEd Series Presents
Hands-Free Business Continuity:

Leverage The Cloud, Bulletproof Your Data, Manage Your Documents, Spare Your Wallets

Ironclad Protection for your Business
- Natural Disaster
- Hardware Error
- Virus Attack
- Human Error
- Software Corruption
- Sabotage

Presented By

Ilene Rosoff, CEO The Launch Pad

Leslie Haywood, CEO eBridge

eBridge Solutions
Simply Paperless

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WE MANAGE THE TECHNOLOGY

The Launch Pad – Welcome to the New Face of IT
About The Launch Pad

The Launch Pad provides managed, fixed-fee technology and web services to small and medium-sized businesses. Through our RevITup™ Business Care Managed IT Series, our clients enjoy a monthly fee that never fluctuates regardless of how many service calls. Out of necessity, we must go the extra mile to proactively manage, secure and improve your network. We never profit when our client's systems are down.

- Founded in 1992, Offices in Tampa Florida
- IT Management, 24x7x365 Help Desk, Managed, Remote Data Protection
- RevITup VirtualGreen Office™ (turnkey virtual network), Hosted Applications
- Web Services, Professional Services, Sales & Data Cabling
- 2009 Inc. 5000 & Tampa Fast-50 fastest growing companies
- 2010 – Launch 1st National managed IT franchise offering

The Launch Pad – Welcome to the New Face of IT

Let's face it; even with "proactive" support contracts and retainers, your current IT provider profits when your systems are down... and downtime is something no law practice can afford.

THE OLD MODEL OF IT

Putting out fires – reactive, break/fix, costly downtime

OUR APPROACH

Worry-free IT

Our **RevITup™ Business Care Series** mean our law clients enjoy a fixed monthly fee that never fluctuates regardless of how many service calls. We only profit when our customers don't face disasters and technology systems run at top efficiency. Out of necessity, we must go the extra mile to proactively manage, secure and improve your network.

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RevITup™ TechEd Series Presents
Hands-Free Business Continuity:

RevITup™ TechEd Series Presents
Hands-Free Business Continuity:

RevITup™ TechEd Series Presents
Hands-Free Business Continuity:

What Your IT Manager Isn't Telling You About
Their Data Protection Plan For Your Business...

Hope is their strategy.

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RevITup™ TechEd Series Presents
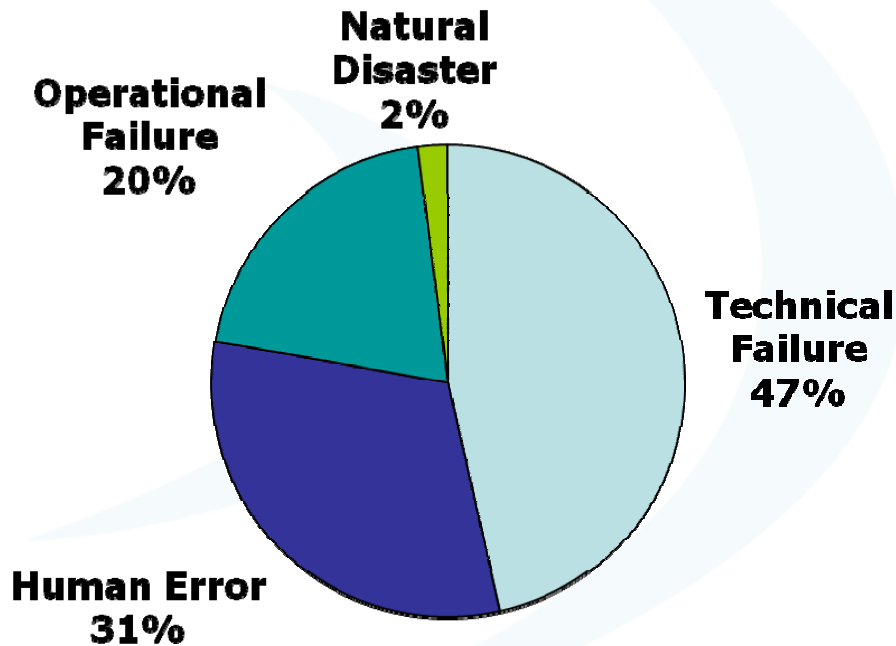# Hands-Free Business Continuity

- Over 80% of Small – Midsized Firms Lack a Viable Disaster Recovery Strategy or Even a "Loss-of-Server" strategy.

- The average company experienced nine incidences that caused operations to slow down to the point that the impact was "very significant".

- Nearly one in five U.S. companies experience a disaster each year that causes their companies to cease operations for a period of time.

- Two out of five businesses that experience a disaster will go out of business within five years.

- 71% of tape restores fail during first critical restore.

- The average failure rate of disk and tape backup systems over time is 100%!

If you're backing up your data on site with a tape drive, you're flirting with disaster   Plus, daily tapes/disk-to-disk backups at best are only one small slice of the pie.

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Hands-Free Business Continuity:

What Are the Primary Causes of Lost Data?

Natural Disaster 2%

Operational Failure 20%

Technical Failure 47%

Human Error 31%

- ❖ User: Lost File
- ❖ System/Hardware Failure
- ❖ User Error/File Deletion
- ❖ File Corruption
- ❖ Data Migration to New Hardware
- ❖ Critical Server Outage
- ❖ Disaster
- ❖ Mailbox & Messaging Restore
- ❖ Security
- ❖ Industry Requirements
- ❖ Insure Business/Continuity/Survival

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Hands-Free Business Continuity:

What Are the Primary Causes Devastating Disaster?

The Single Most Expensive & Devastating Disaster That 95% Experience is caused by...

Failure to test.

Hands-Free Business Continuity
Data-Protection-to-Go Plan - Strategy

1) Technical Failure

- **Technology will fail** – count on it!

- All critical **hardware must be built will physical redundancy**

- **Have access to spares** of critical hardware

- **Keep your servers and software up to date** - apply tested patches and security releases

- **Know where your software is -** have licenses and media organized for quick access

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Hands-Free Business Continuity
Data-Protection-to-Go Plan Strategy

2) Human Error

- **Get proper security in place** – firewalls, virus protection, spam filtering, and Internet content filtering

- **Clean traffic before it gets to you** – use a hosted antivirus and spam service

- **Have a clear data policy for your employees to follow** – where is it to be stored and who can access it?

- **Only give administrator access to administrators!**

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Hands-Free Business Continuity
Data-Protection-to-Go Plan Strategy

3) Operational Failure

- Have information organized for speedy recovery

- Have servers to restore or failover to

- Have manual business process to replace automated ones

- Have employee procedure in place for a loss of server or a loss of site

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Hands-Free Business Continuity
Data-Protection-to-Go Plan: 3 Steps

Step 1: Business Impact Analysis

- Determine mission critical elements where your organization is vulnerable

- Prioritize by how critical they are

- Assign $ value to lost data and downtime

- Create of Recovery Time Objective (RTO) and Recovery Point Objective (RPO)

  (How quickly and How Often)

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Hands-Free Business Continuity
Data-Protection-to-Go Plan: 3 Steps

Step 3: Analyze Recovery Options And Strategies

- Options are driven by RTO, RPO, and budget

- Outsourcing is often a critical part of recovery strategy

    - Outsourced data replication

    - Facilities options

- You must find the recovery option with the best combination of cost and recovery time and capability for your unique needs

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Hands-Free Business Continuity
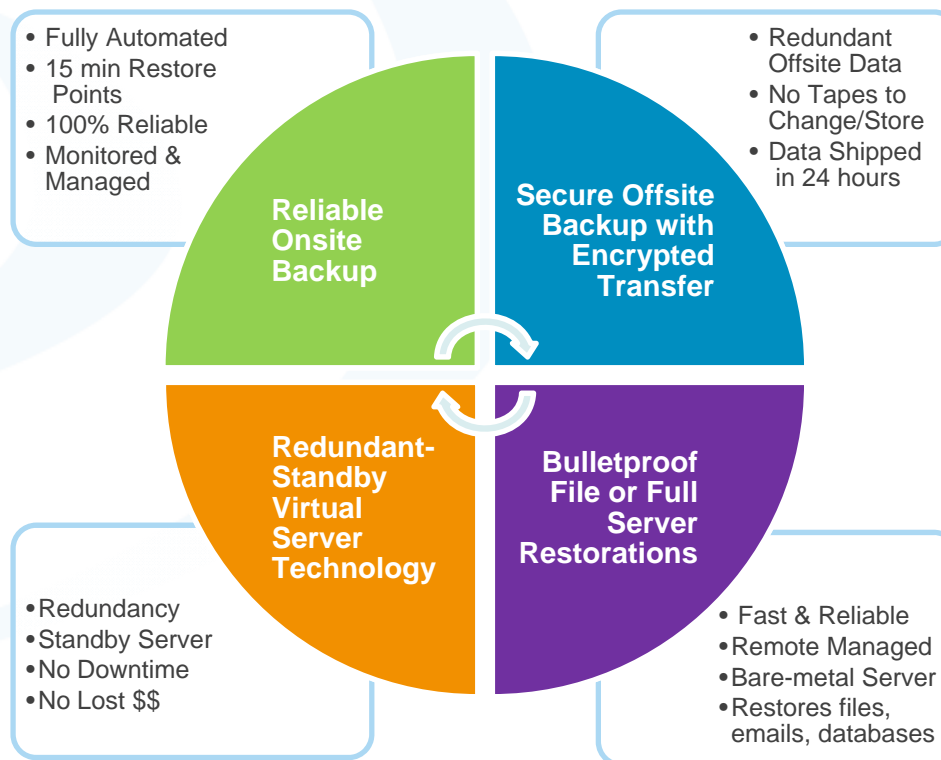## The Key Characteristics That Every Backup & Business Continuity System MUST Have

1. Backs up *everything automatically*

2. Backs up very frequently

3. Backs up locally and off site

4. Easy to test restore

5. Restores all data or single file quickly

6. Provides business continuity for HW failure

7. Requires almost no human interaction

At the right price!

Hands-Free Business Continuity

If you're only backing up your data on site with a tape drive, you're flirting with disaster. One-time daily, onsite backups are only one slice of the pie.

4 KEY ELEMENTS OF COMPLETE BUSINESS CONTINUITY AND DATA PROTECTION

• Fully Automated
• 15 min Restore Points
• 100% Reliable
• Monitored & Managed

• Redundant Offsite Data
• No Tapes to Change/Store
• Data Shipped in 24 hours

Reliable Onsite Backup

Secure Offsite Backup with Encrypted Transfer

Redundant-Standby Virtual Server Technology

Bulletproof File or Full Server Restorations

•Redundancy
•Standby Server
•No Downtime
•No Lost $$

• Fast & Reliable
•Remote Managed
•Bare-metal Server
•Restores files, emails, databases

The Whole Pie

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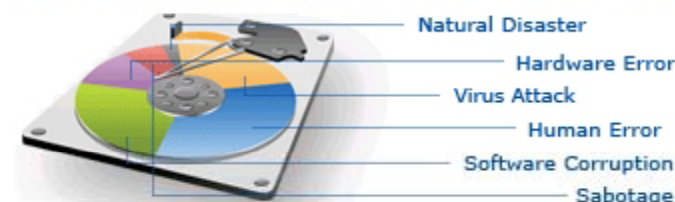
Hands-Free Business Continuity

RevITup™ BDR Backup & Disaster Recovery Series

Only Found One Solution That Does It All At A Price SMBs Can Afford

RevITup™ BDR Ironclad Data Protection™ Bulletproof your Data

Ironclad Protection for your Business

- Natural Disaster
- Hardware Error
- Virus Attack
- Human Error
- Software Corruption
- Sabotage

- **Everything** on your servers is **automatically** backed up every 15 minutes – without tapes!

- You can **back up ALL of your data** and not be limited by the size of a tape drive

- Your files are **automatically backed up to off site** datacenters each night

- The local back up device acts as a **"stand by server"** in case existing hardware fails

- Our **Data Protection Specialists monitor the success** of the system **24/7**

- **Your data is safe** from fire, floods, storms, viruses, hackers, hardware malfunctions, and human error!

Completely Managed & Hosted for a Low Monthly Fee

The Launch Pad offers the only comprehensive business continuity solution starting at under $200 per month – Worry-free IT.

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Hands-Free Business Continuity

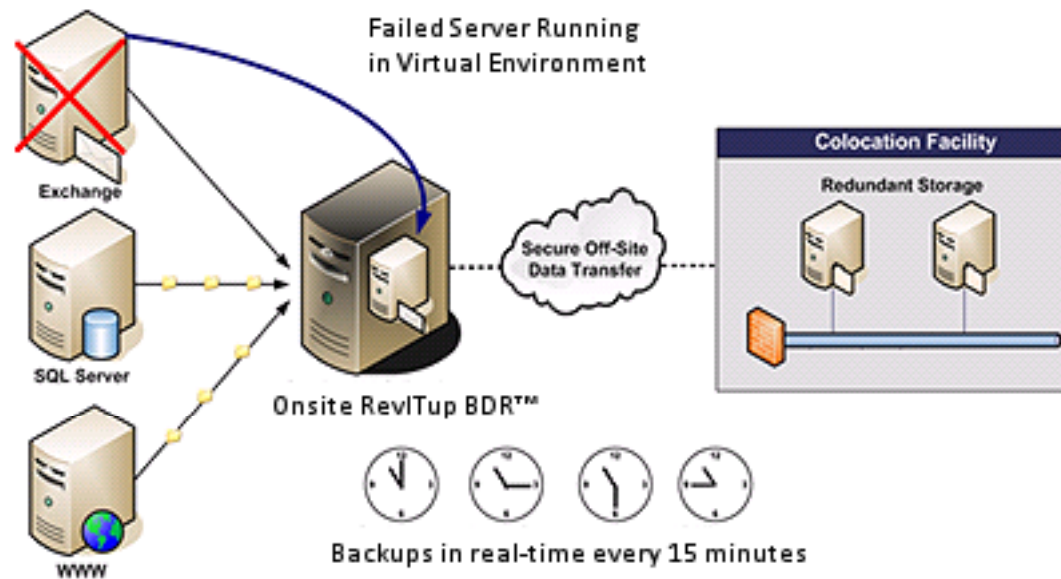## Why Trust The Launch Pad With Your Data?

1. Experience

2. State of the art technology

3. Data kept in two world-class data centers

4. 24/7 monitoring by our team

5. Guaranteed that your data will be there when you need it

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Hands-Free Business Continuity
RevITup™ Business Care Managed IT
Much More Than Just a Backup

Fact: The average total cost of one major data loss is over $80, 000

Failed Server Running in Virtual Environment

Exchange

SQL Server

WWW

Onsite RevITup BDR™

Secure Off-Site Data Transfer

Colocation Facility

Redundant Storage

Backups in real-time every 15 minutes

❖ Real-time Offsite Backup

❖ Out of State Data Center

❖ 256-bit AES Encryption

❖ HIPPA Compliant

❖ 15 Min. Incremental Snapshots

❖ Bare Metal Restores

❖ File & Database Recovery

❖ Mailbox & Messaging Restore

❖ Quick Standby Server

❖ Full Disaster Recovery

❖ Proactively Monitored 24X7

❖ Fixed Monthly Fee - Low Cost

Quick Standby Server – Failed server can run directly on BDR (NAS) Unit
When a disaster happens, the RevITup BDR enables the rapid creation of a virtual server to provide recovery time objectives (RTO) as short as five minutes. This quick failover allows key business functions to remain operational. A server or servers can run virtually as long as you need allowing you time to diagnose the problem and determine the next course of action in restoring or replacing the server(s).

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RevITup™ BDR Backup & Disaster Recovery Series
Compare with Tapes or Online Backup Services

Criteria		BDR	Tape Backup	Online Backup
Local backup of data?		Yes	Yes	No
Offsite backup of data?		Yes	No	Yes
Business continuity capability?		Yes	No	No
Disaster recovery capability?		Yes	No	Yes
Backup of all databases and applications without extra costly licensing?		Yes	No	No
Automatic backup of all data on servers / no selection errors?		Yes	No	No
Financial guarantee?		Yes	No	No

Key features of the BDR:

▷ Models available from 400GB up to 4TB

▷ Complete server backup preserves OS & applications, not just the data

▷ BDR can run failed servers in a virtualized mode (up to 20 servers simultaneously)

▷ Restore servers to working hardware no matter the manufacturer

▷ Easy file & database recovery and fast mailbox & message restore

Other benefits

▷ **5 minute rollback** - fast Recovery Time Objective (RTO)

▷ **5 minute increment snapshots** - frequent Recovery Point Objectives (RPO)

▷ **Block level replication** - allows for fast file & database recovery

▷ **Secure** - block level data is encrypted at point of transfer

▷ **Full disaster recovery** - offsite storage and server archive

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RevITup™ Business Care Series
Engage Our Easy-to-GreenIT™ Initiative

Sign up today for our Free Easy-to-GreenIT™ Technology Audit:
www.launchpadonline.com/greenITnow

❖ **Incorporate Managed IT Services:** remote remediation means 90% reduction in truck rolls

❖ **Implement energy efficient hardware:** power management devices, notebooks instead of desktops (50% savings)

❖ **RevITup VirtualGreen Office™ Series** reduce TCO by as much as 50% with our packaged virtualization solution

❖ **Data Center/Cloud** move some or all technology hardware & software off premises

❖ **Renew, Reuse, Recycle** with **The Launch Pad's eCycle & GreenBack™ Program**

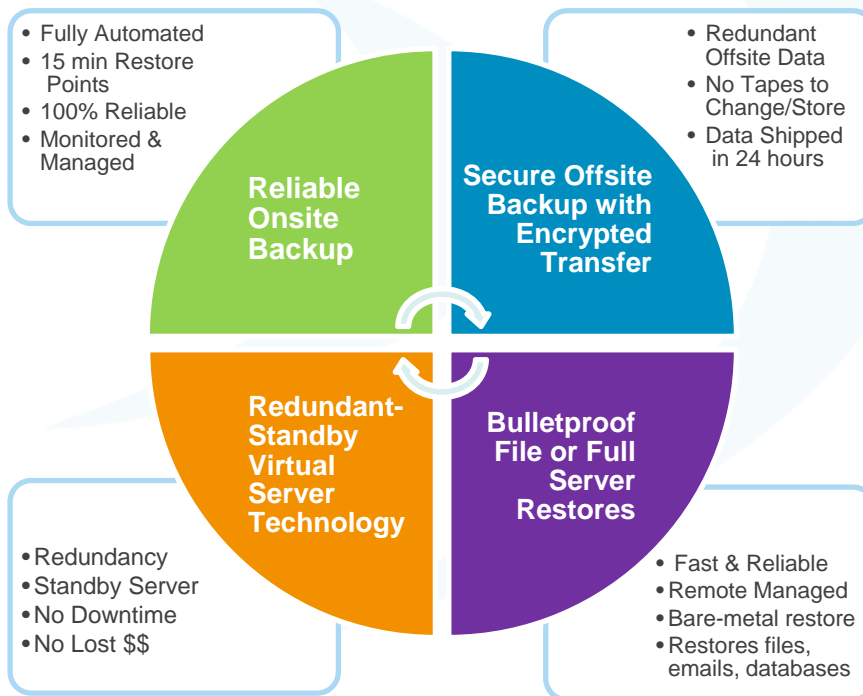### RevITup eCycle™ The Launch Pad teams with eCycling.com to recycle used equipment

Computers, monitors and other electronics contain toxic materials and occupy an estimated 70% landfills. In June 2009, The Launch Pad teamed with eCycling.com, a Tampa-based, national IT asset disposition and electronics recycling (eCycling) provider. Through this relationship we offer a no-cost recycling service to local companies upgrading or decommissioning equipment.

RevITup GreenBack™ GreenBack™ Nonprofit Community Outreach Program

In addition to facilitating eCycling services for local businesses, The Launch Pad's GreenBack initiative takes gently used equipment is donated by local business and repurposes it to local nonprofit organizations. If you are a nonprofit organization, you can add your "wish list" via our website's Easy-to-GreenIT signup and we will distribute equipment on a first come, first serve basis. If you are a business disposing of equipment, you can use the same form and opt to designate your equipment be recycled to a local nonprofit of choice or the next in need on our list.

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RevITup™ BDR Enterprise Backup & Disaster Recovery
for a Low Monthly Investment

REVITUP™ BDR – BACKUP AND DISASTER RECOVERY SERIES

- Fully Automated
- 15 min Restore Points
- 100% Reliable
- Monitored & Managed

Reliable Onsite Backup

- Redundant Offsite Data
- No Tapes to Change/Store
- Data Shipped in 24 hours

Secure Offsite Backup with Encrypted Transfer

Redundant-Standby Virtual Server Technology

- Redundancy
- Standby Server
- No Downtime
- No Lost $$

Bulletproof File or Full Server Restores

- Fast & Reliable
- Remote Managed
- Bare-metal restore
- Restores files, emails, databases

REVITUP™ BDR FEATURES SUMMARY

➢ Low monthly fee (no large investment)

➢ Remotely monitored & managed 24x7x365

➢ Remote restores by our help desk – no waiting

➢ Stand-by server in event server fails

➢ Disaster = new BDR shipped with 24 hours

➢ Full server restores (bare metal in standby)

➢ Multiple restore points – File & DB recovery

➢ Eliminate downtime – increase productivity

➢ Silver level server management included

MSPAlliance™
International Association of Managed Service Providers

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Hands-Free Business Continuity
Free Data Security Analysis

At no charge, The Launch Pad will send a Data Protection Specialist to your office to:

•Audit your current data protection, including backup and restore procedures, tape rotations, and maintenance schedule to see if there is anything jeopardizing your data's security.

•Review procedures for storage and organization of data.

•Discuss current data protection needs or concerns and explain in plain English what your risks are.

To Secure Your FREE Data Security Analysis Call:
1-888-920-3450 x 210 or online:
www.launchpadonline.com/savethedata
Signup and get 2 free months of BDR Service
Offer Expires: July 31st, 2010

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