

RevITup™ Backup & Disaster Recovery Webinar Series

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Take the Fear Out of Data Protection



RevITup™
BDR

Gives you
peace of mind

*You pursue your vision...
we'll manage the technology*

The
Launch Pad

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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.

THE OLD MODEL OF IT



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

About The Launch Pad

The Launch Pad is a leading web and technology services provider with a customer base spanning professional services, medical, legal, non-profit and small manufacturing sectors.

Operations

- Founded in 1992
- Accredited member of the MSP Alliance
- 24x7x365 Monitoring & Remote Management
- 24x7x365 Helpdesk
- Web Services, Professional Services,
- Hardware & Software Sales & Data Cabling
- 2009 Tampa Fast-50 & Inc.5000 fastest growing companies



OUR APPROACH



Our **ReviTup™ Business Care Managed Services** mean our 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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Why Back Up Your Data?

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



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What's Wrong with the Status Quo?

How Vulnerable is Your Business?

A few Gartner Group Statistics:

- ❖ Over 50% of small businesses lack a viable disaster recovery strategy
- ❖ 2 out of every 5 businesses that experience a disaster resulting in loss of key data will go out of business within 5 years of the event
- ❖ 71% of tape restores fail. [*Strategic Research says 54%*]
- ❖ Tapes/disk-to-disk at best are only one small slice of the pie



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With RevITup™ BDR Managed Backup

The Real Costs of Non Real-Time Tape Backups

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- ❖ Tape Drive or Tape Library Device -- \$1000 to \$6500 (3-year)
- ❖ Tape Media -- \$200 to \$500 per year
- ❖ Backup Software and Licensing + Annual Software Maintenance \$650-\$1500/year
- ❖ In-house Staff time (labor) for Tape-swapping, Managing Offsite tapes, Monitoring Backups, Troubleshooting and Remediation of Backup Failures
- ❖ Cost to Re-create Data due to High Interval between Restore Points



Ironclad Protection for your Business



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TAPE /UNMANAGED DISK-TO-DISK AT BEST ONLY OFFERS A PIECE OF THE PIE



Don't risk settling for less

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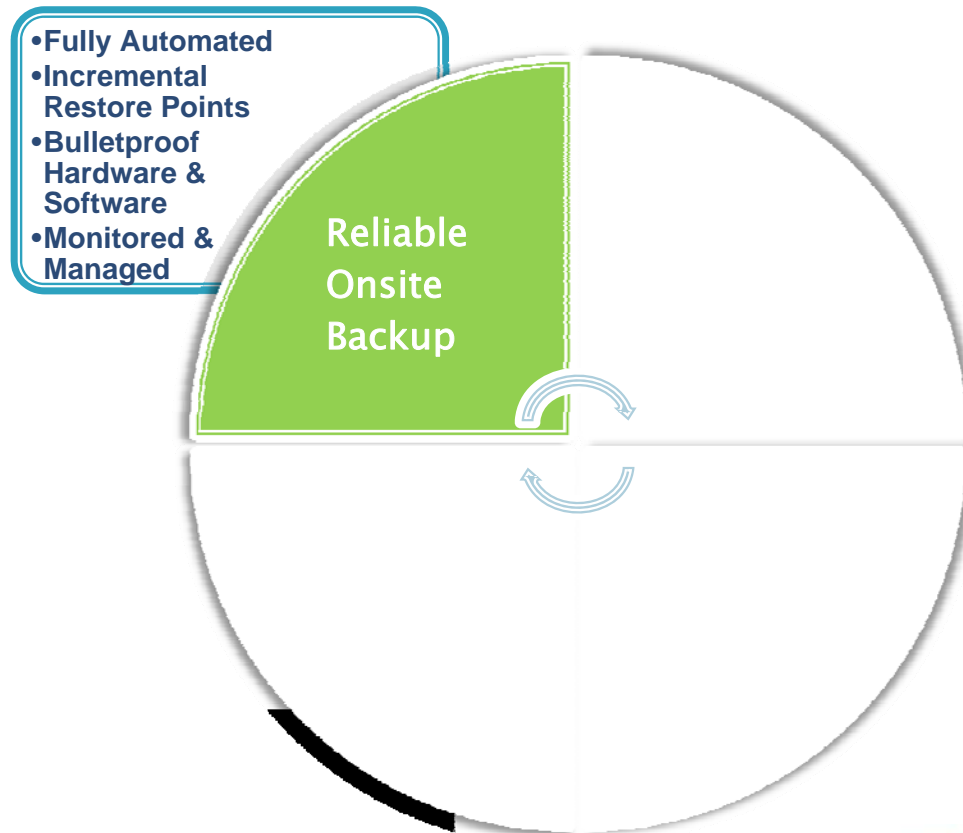
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4 KEY ELEMENTS OF COMPLETE BUSINESS CONTINUITY AND DATA PROTECTION



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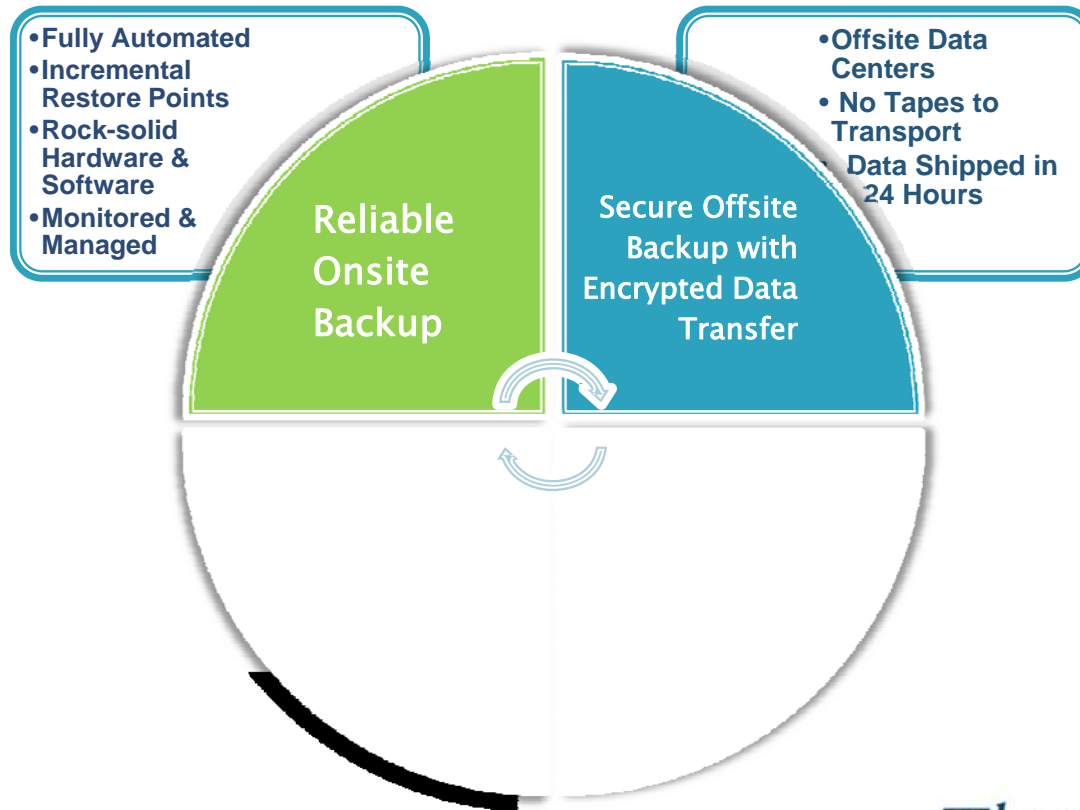
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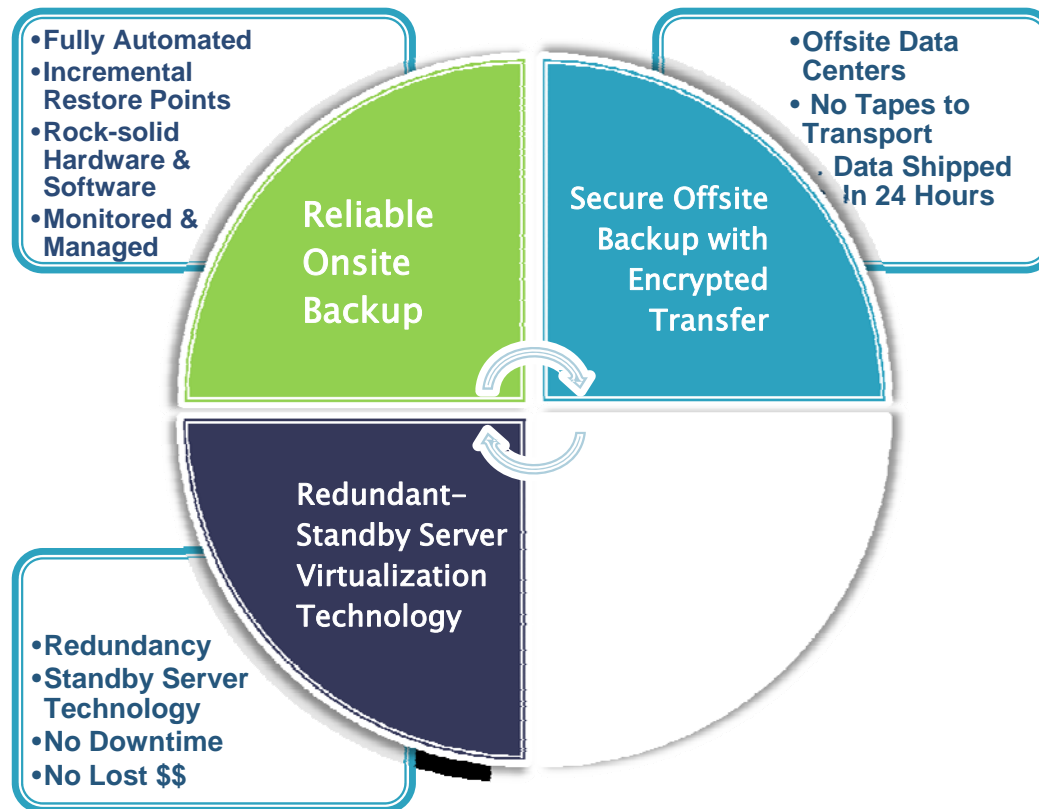
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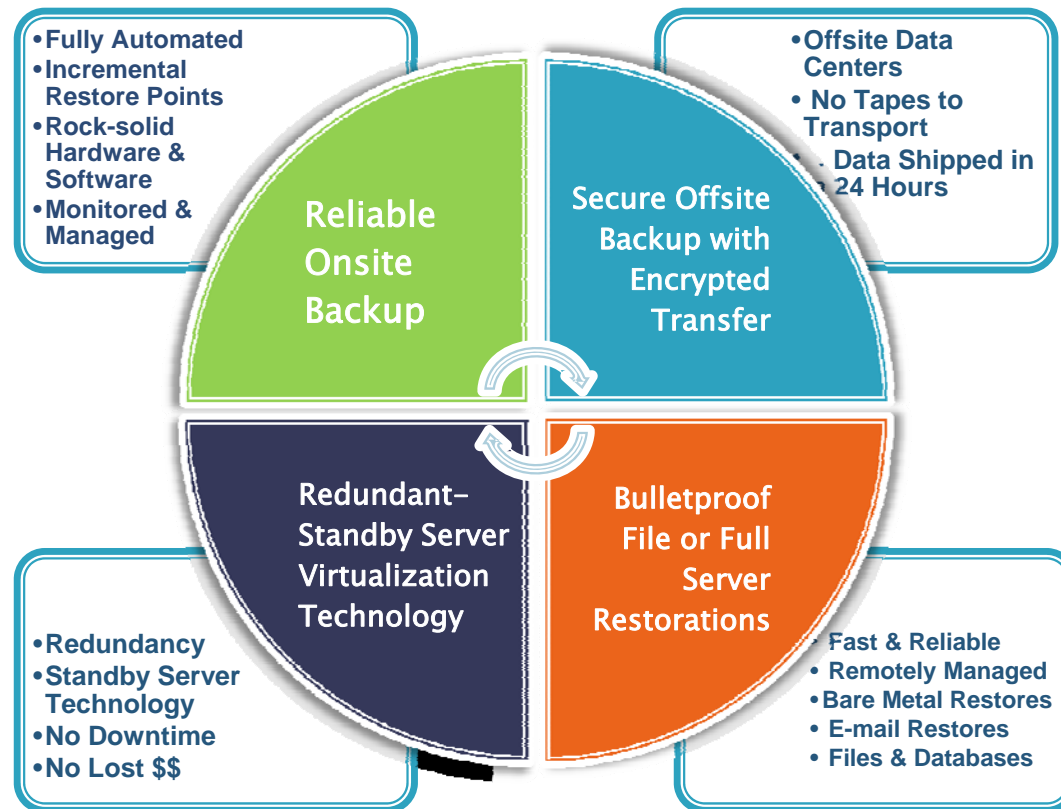
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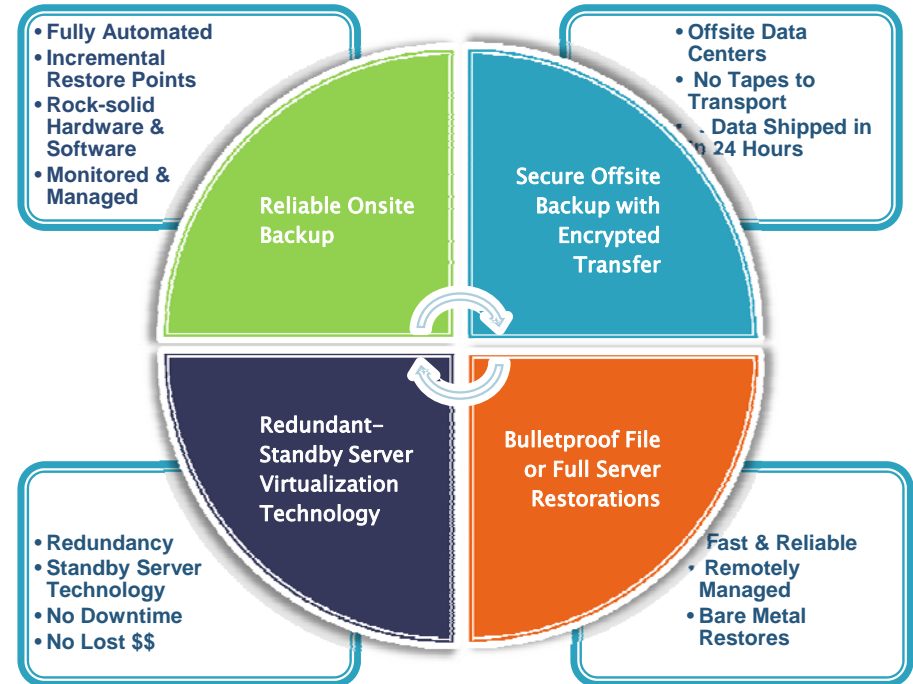
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The Whole Pie Challenge is \$\$\$\$

- ❖ Traditionally Enterprise Level Solutions
- ❖ Price Tag Starts at 18K – 20K
- ❖ Uses Non-Integrated, Complicated Systems
- ❖ Requires Expert Management



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Our Solution

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- ❖ Managed & Monitored 24X7 by our Support Team – File/Server Restores Included
- ❖ Real-time (15-min) Disk-to-Disk Onsite Backup/Encrypted Offsite Backup to Tier-1 Data Center
- ❖ Standby Server Mode (virtualization) if Server Fails. Full server replacement 24 hours – disaster
- ❖ Hosted (no large investment)



| | TAPE | vs. | NAS |
|----------------|---|-----|--|
| Backup Window | A significant backup window is required to complete a full backup — time lost for access to vital systems. | | There is no backup window ...your critical business systems remain up and running. |
| Recovery Point | Systems are typically backed up every 24 hours . Are you ready to lose a day's worth of work? | | Data snap shots take place every 15 minutes ...about the same length of time as a coffee break. |
| Recovery Time | There's nothing automatic about restoring with tape. The process is time-consuming and labor intensive . | | Recovery is as simple as a pushing few buttons (or clicking a mouse). Systems are restored in less than a half hour . |

The Launch Pad offers the only comprehensive business continuity solution starting at under \$200 per month

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We Give You the Whole Pie

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Ironclad Protection for your Business

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Real-Time Onsite/Offsite Secure Backup Every 15 Minutes

- ❖ Managed & Monitored 24X7 by our Support Team
- ❖ Bare-metal Restores to Different Server Hardware
- ❖ Onsite Data Storage Server (NAS) Provided by The Launch Pad
- ❖ Redundant Offsite Data Centers
- ❖ AES 256-bit Encryption End to End Offsite Backup (**HIPPA/GLBA/SOX Compliant**)
- ❖ Fast & easy restores from a single file or e-mail to a complete server
- ❖ Standby Server Capable if Your Server Goes Down
- ❖ Restore User Access to Server Data In Event of Loss of Site
- ❖ Low Monthly Fee – No Costly Outlay for Equipment or Software
- ❖ 100% Reliable - Guaranteed



Give Your Tapes the Pink Slip

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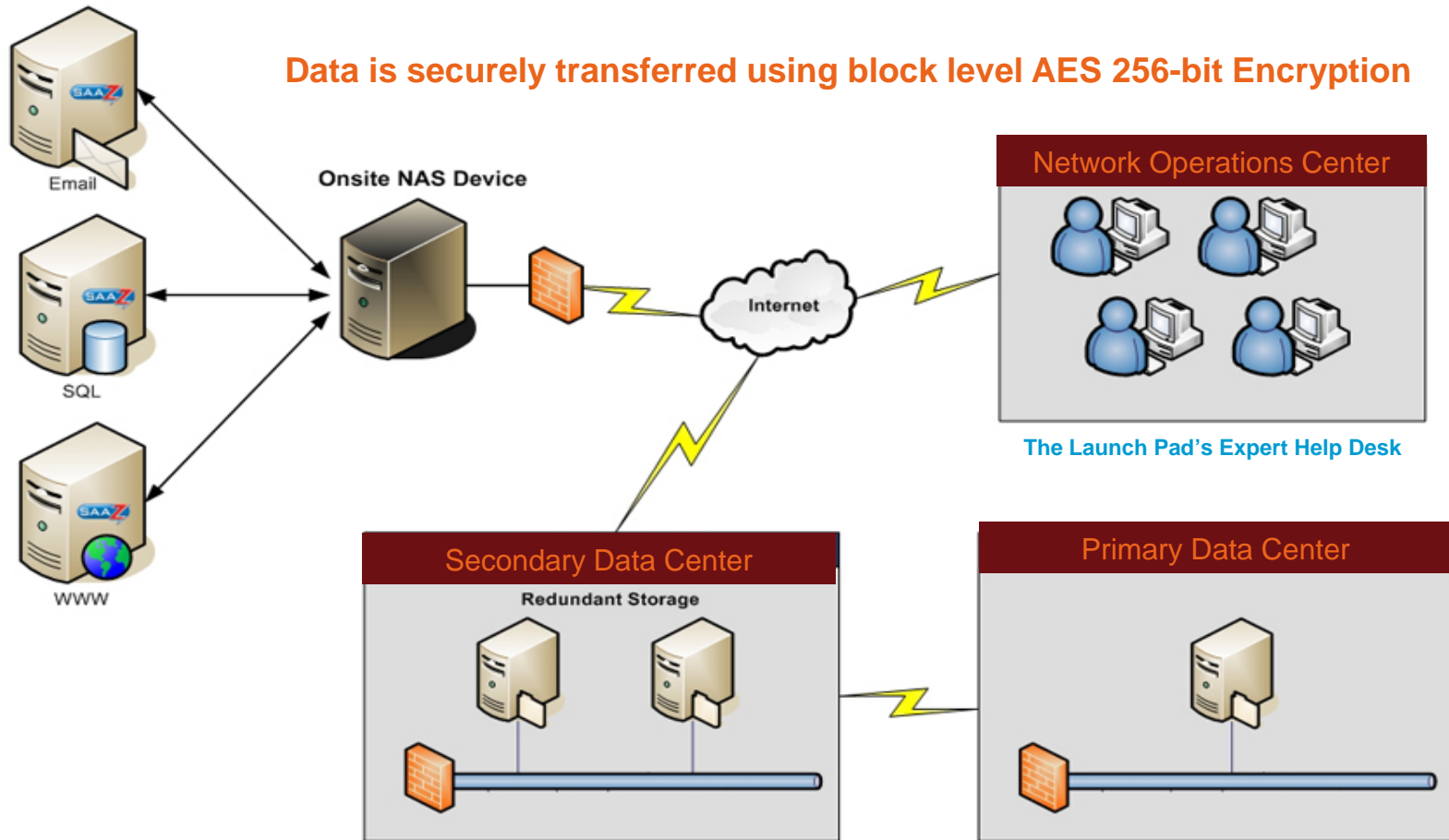
How It Works - RevITup™ BDR Architecture

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Client Site

Data is securely transferred using block level AES 256-bit Encryption



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RevITup™ BDR Architecture Offsite Data Centers

- ❖ Redundant Offsite Data Centers
- ❖ Data is Replicated to Two Separate Offsite Data Centers in Different States (MD & AZ)
- ❖ Data Centers are State-of-the-art, Hardened Collocation Facilities
- ❖ Redundant Power Supplies
- ❖ Conditioned Power (high-end surge, spike, blackout protection)
- ❖ Backup Generators
- ❖ Redundant High-speed Internet Connections from Different Providers with Automatic Failover
- ❖ Redundant Cisco Firewalls and Switches



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Block-Level Incremental Forever Backups



- ❖ Initial full backup (Base Image) is created on the local BDR device, then copied to a SATA drive (which we provide) and sent to the Offsite Data Centers.
- ❖ After the Base Image is created and replicated, ALL subsequent backups are Incremental Backups (“snapshots”) of changes to the data.
- ❖ Incremental backups are Block-Level, not file-level. Only the portion of a file that has changed since the last Incremental “snapshot” is saved to the BDR after being compressed. This makes the backup process highly efficient and exceedingly fast including offsite transfer!
- ❖ Restore process – the software intelligently “reassembles” the incremental backups together with the base image to provide a comprehensive restore of selected data, or of ALL data, to any retained point in time.

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Restore Points and Retention Rules



- ❖ 15 minute restore points for 2 days (can also be set to hourly)
- ❖ Daily restore points for 2 weeks
- ❖ Weekly restore points for 5 weeks
- ❖ Monthly restore points as far back as needed
- ❖ Retention on the local BDR follows the rules above. The Data Centers retain the full backup of your data as of the LATEST DAILY restore point, unless you contract for offsite Archival

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Comprehensive Data Backup and Restore Including Live Database



- ❖ Individual Files and Folders
 - ❖ Exchange Server Databases
 - ❖ Individual Exchange Mailboxes
 - ❖ Individual Messages within a Mailbox
 - ❖ SQL Databases
- ❖ Restore Requests Handled in Minutes Remotely by our Help Desk

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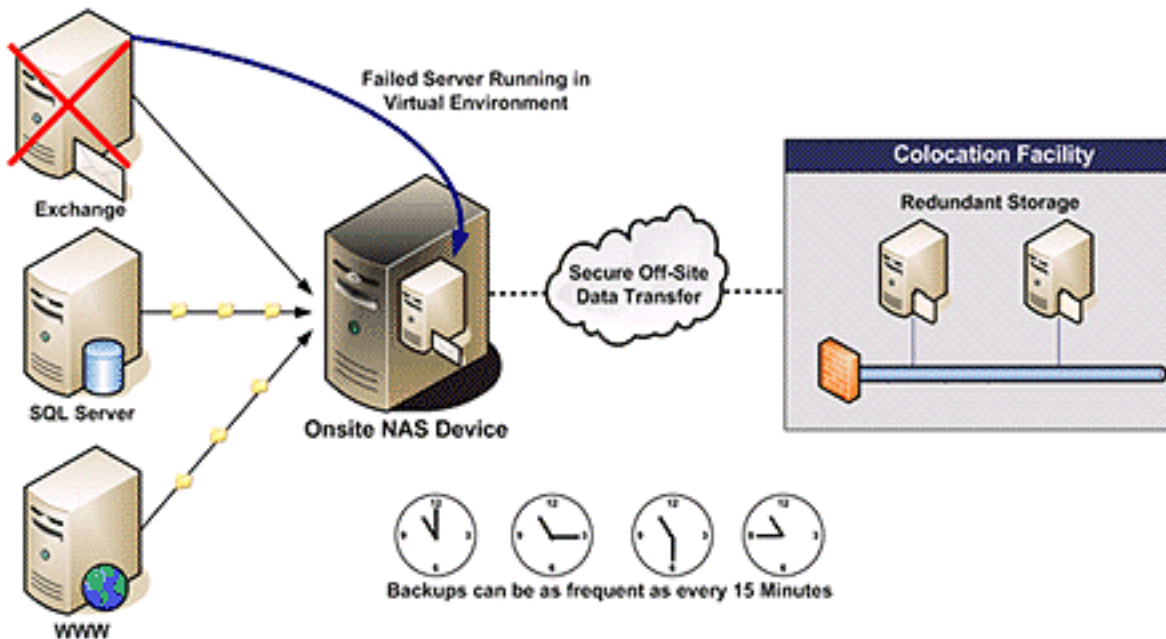
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Much More Than Just a Backup

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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).



- ❖ 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

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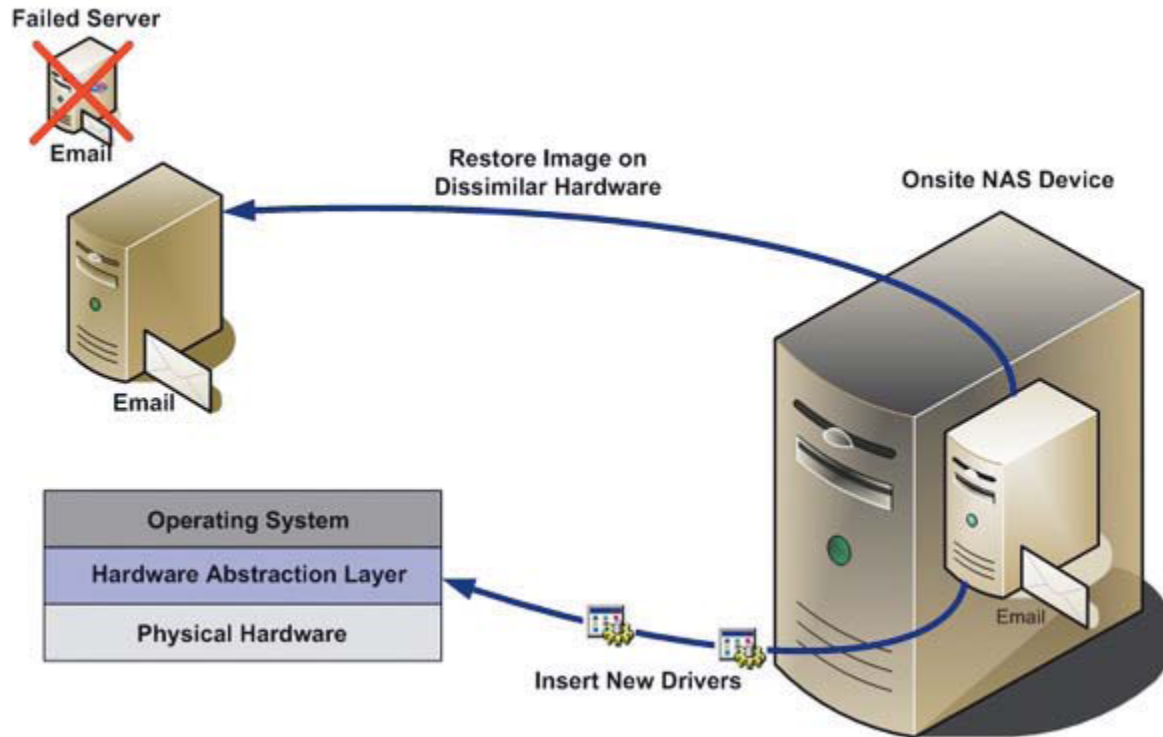
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Bare Metal Restore (BMR)



- ❖ Operating System
- ❖ Registry
- ❖ Active Directory
- ❖ File/Folder Content
- ❖ Applications
- ❖ Databases
- ❖ No need to reinstall applications, printer drivers, etc. when moving to different hardware

Our Help Desk Can Have You Up and Running in Minutes Instead of Hours or Days

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What's in the Box?

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BDR for Small Businesses

| | Standard | Pro | Pro Plus |
|-----------------------------|-----------------------|-----------------------|-----------------------|
| Model Number | 100 | 200 | 300 |
| Storage | 400 GB | 1TB | 2TB |
| Virtualized Servers* | 2 | 6 | 10 |
| Chassis | Tower | Tower or 2U Rackmount | 2U Rackmount |
| CPU | AMD Opteron Dual Core | AMD Opteron Dual Core | AMD Opteron Dual Core |
| Memory | 8GB | 8GB | 8GB |
| Hard Drives | 500 GBx2 RAID 1 | 1 TBx2 RAID 1 | 2 TBx4 RAID 10 |
| NIC Interface | 2x10/100/1000 Mbps | 2x10/100/1000 Mbps | 2x10/100/1000 Mbps |

* Server transaction volume determines number of servers the BDR can backup & virtualize.

Technical Requirements

| | |
|-------------------------------|--|
| Server OS | Microsoft Windows Server 2000 / 2003 |
| Database Support | Microsoft SQL Server 7.0 / 2000 Microsoft Exchange Server 2000 / 2003 |
| Network Protocol | TCP/IP (http / https) |
| Applications Supported | Microsoft SQL Server Microsoft Exchange Server |
| Security | 256-bit AES Encryption |

* ReviTup™ Business Care Subscribers

Key Features of the BDR

- Models available from 400GB to 2 TB
- Complete server backup preserves OS & applications, not just data
- BDR can run failed servers in virtualized mode (up to 10 servers at a time)
- Restore servers to working hardware no matter the manufacturer
- Easy file & database recovery and fast mailbox & messaging restore

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

Other Benefits

- **15 minute rollback** – fast Recovery Time Objective (RTO)
- **15 minute incremental snapshots** – frequent Recovery Point Objectives
- **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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With RevITup™ BDR Managed Backup What Strategies Can You Implement to Protect Your Business?

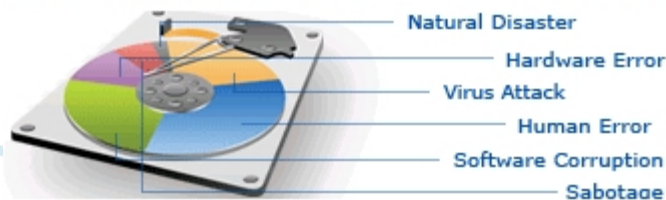
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- ❖ What is your backup strategy? (how often, incrementals, full, differential?)
- ❖ What is your loss of server strategy?
- ❖ Is user data centrally managed?
- ❖ Who is monitoring your backup jobs daily? Where is the report?
- ❖ Are you backing up your full servers including the server OS?
- ❖ When was the last test restore done?
- ❖ How long can you afford to be down if a server fails? What is the dollar cost?



Ironclad Protection for your Business



Sign up for a free data protection audit:
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RevITup™ Business WebSentry™



The Launch Pad's Expert Help Desk

- ✓ Fixed Monthly Fee
- ✓ Antivirus/Antispyware Included
- ✓ Unlimited Help Desk
- ✓ Monitored/managed 24x7x365
- ✓ Instant Remote Remediation
- ✓ No Downtime

Bulletproof managed backup

- ✓ Real-time onsite/offsite
- ✓ Standby server virtualization
- ✓ Easy File Restores
- ✓ Bare Metal Server Restores
- ✓ Monitored/managed 24x7x365

Complete visibility and control over web content, web applications and web threats

- ✓ Bandwidth Optimization
- ✓ Website Content Filtering
- ✓ Website Blocking/Monitoring
- ✓ User Traffic Reporting
- ✓ Content Filtering
- ✓ User/Bandwidth Web Reporting

We Make Technology Work for Your Business

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RevITup™ Easy-to-GreenIT™ – The Launch Pad's Green Initiative

- **Incorporate Managed IT Services** – remote remediation means 90% reduction in truck rolls
- **Implement Energy-Efficient Servers and Printers with Power Saving**
- **Implement Notebooks Instead of Desktops** (50% savings)
- **Virtualization** – Using virtualization to maximize IT resources (server hardware consolidation/smart clients) and greatly reduce cost of ownership, use of resources and power.
- **Using a Data Center** – By moving servers to a data center businesses can save money and equipment costs. Data centers are often pre-equipped to provide virtualized servers and have better power management for more efficient usage. Moving some or all of the company servers to a data center can mean savings in both resources and total cost of ownership.



Recycle Old Equipment The Launch Pad Teams with eCycling.com

Computers, monitors and other electronics contain toxic materials that can harm the environment and creates an estimated 70% landfills. In June 2009, The Launch Pad teamed with eCycling.com, a Tampa-based, nationwide IT asset disposition and electronics recycling (eCycling) service provider. Through this relationship, we can provide a smooth and easy recycling service to Launch Pad clients during upgrades and equipment decommissions with 3 easy steps.

GreenBack™ Community Outreach Program – Nonprofit Organizations

In addition to facilitating eCycling services for clients, gently used PCs and other equipment will be recycled back into the community and made available to nonprofit organizations throughout the Bay area. If you are a nonprofit organization, you can sign up on our website through the Easy-to-GreenIT link with your wish list, and we will distribute equipment on a first come, first serve basis. If you are a business disposing of equipment, you can opt to designate your equipment to be recycled to the local nonprofit of choice or the next in need on our list.



RevITup™ BDR – Enterprise Backup & Disaster Recovery

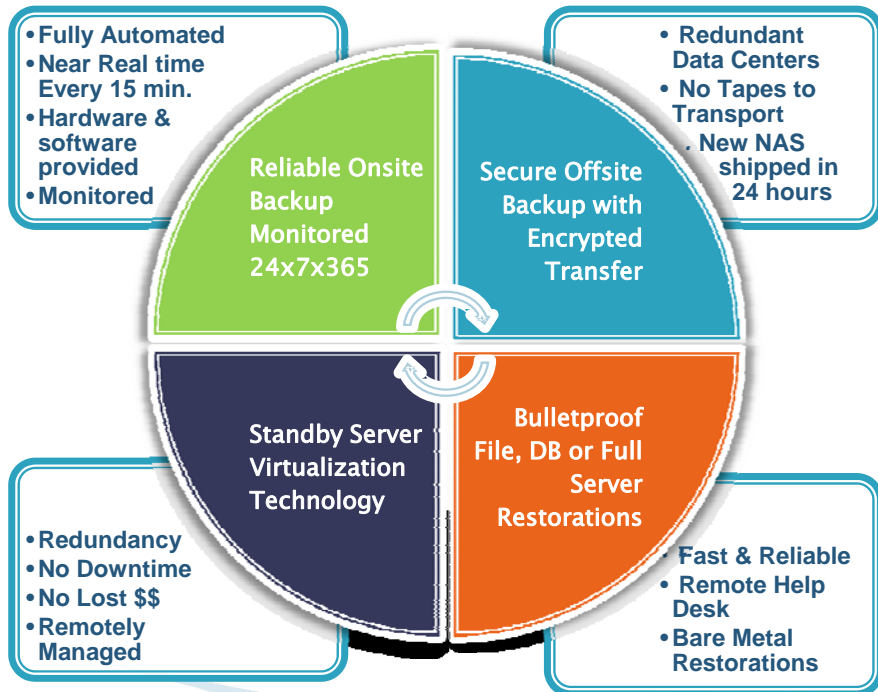
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at a Low Monthly Investment

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*Registrants can take advantage of a **FREE RevITup™ Data Protection Audit** and for **FREE SETUP** of our RevITup™ BDR Data Protection Series during the month of November - a \$999 Value. (1st 25 businesses that take us up on the offer). www.launchpadonline.com/fearnodata

REVITUP™ BDR – BACKUP AND DISASTER RECOVERY SERIES



REVITUP™ BDR BUSINESS CONTINUITY FEATURES

- Low monthly fee (no large investment)
- Onsite/Offsite backup – AES 256-bit encryption
- Remotely monitored & managed 24x7x365
- 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

The Launch Pad offers the only integrated, 24x7 managed, 4-tiered, business continuity solution guaranteed to protect your company... **Starting at only \$179 per month**

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