



## UNITRENDS SECURE DATA SYNC: INNOVATIVE SOLUTIONS FOR DATA PROTECTION

Business Continuity demands data protection and integrity. But local backup and restore solutions do not provide disaster recovery, while remote disaster recovery services are expensive, complex and may not be reliable. Unitrends' Secure Data Sync software bridges the gap between local backup/restore and remote disaster recovery. This innovative solution provides affordable, self-managed, distributed disaster recovery.

Secure Data Sync software connects local Unitrends DPU appliances into a synchronized, secure, distributed network that eliminates single point of failure and ensures rapid recovery. Data is synchronized at the block level, which optimizes use of bandwidth and provides the most reliable means to reconstruct lost or corrupted data.

### FACT:

The SEC and the Federal Reserve Board issued a joint call for new regulations requiring financial institutions to implement disaster recovery plans

At Unitrends we recognize that any data transmission is an opportunity for interception. That's why our Secure Data Sync software utilizes triple-disk private key encryption to provide the best available data security. With Secure Data Sync you can create a flexible, multi-point, distributed disaster recovery network that eliminates any single point of failure and maintains local control of the recovery process.

### Disaster Recovery

Distributed Disaster Recovery refers to two important new directions in business continuity planning:

1. Multiple remote recovery sites: In the wake of September 11th the SEC and the Federal Reserve Board issued a joint call for new regulations requiring financial institutions to implement disaster recovery plans that would insure restoration of operations and data in the event of "regional" disasters. Two of the most important requirements would be that recovery sites must be geographically distant from the main operational sites, and that multiple recovery sites be manned to eliminate any single point of failure. Most business continuity experts now advise that distributed disaster recovery solutions, enabled by networked storage technologies, are preferable to single backup and recovery site solutions.



2. Disaster Recovery for Distributed Computing: Jon William Toigo writes in his book Disaster Recovery Planning (3rd edition): “The bulk of... data is being created by individuals and the lion’s share, some 55 percent, is being stored on personal computers that are often not included in disaster recovery planning efforts. This is potentially an Achilles Heel of disaster recovery – a point underscored by many 9/11 recovery efforts.” Until recently, disaster recovery solutions for distributed computing environments were too complex and expensive to be practical. With today’s distributed backup and recovery products such as Unitrends’ Secure Data Sync business continuity for distributed computing is both affordable and manageable.

### **Outgrowing Your DR Solution?**

As you review your current business continuity plans, are you finding that your current DR solution isn’t keeping pace with the growth of your data? Are your backup routines taking longer, or are critical areas of your environment not being covered by your DR procedures? Scalability is key; your DR solution must grow to keep pace with the volume and scope of your critical data.

The biggest obstacle to scalability is cost; in tough economic times it is difficult to justify investment in new technology. Unitrends Secure Data Sync enables companies of all sizes to quickly and effectively synchronize backup of data across multiple locations at a fraction of the cost of competing solutions.

Tape based archiving also limits the scalability and performance of many disaster recovery systems. The Unitrends DPU solution is based on hard disk storage, which supports high-speed backup and recovery, random access and block level data synchronization. The Secure Data Sync solution is architected to scale from local backup/restore to enterprise-wide synchronization by combining multiple DPUs into an integrated disaster recovery network.

### **DR Management Straining Your Resources?**

DR Management Straining Your Resources? Where are you going to find the extra time and manpower to implement the operating practices and procedures required for sound data protection? Unitrends Secure Data Sync is a turnkey, hands off solution that implements best data protection practices through sophisticated management software.

Secure Data Sync’s menu-driven setup routine steps you through scheduling, prioritization, security and report generation. Once the product is set up synchronization occurs automatically. The system even checks the status of the



connection with backup units to insure that a stable line is available for transmission. If problems do occur you are immediately notified by email. Automated reports document every synchronization, error and backlog.

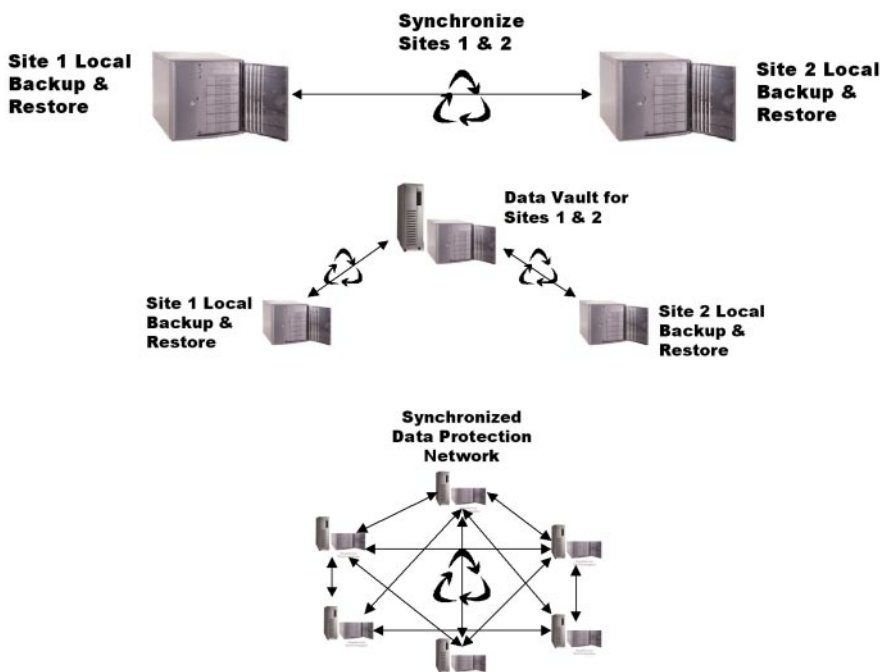
### DR Management Straining Your Resources?

Disaster Recovery Appliance and Utility IT industry experts, such as Gartner, and industry leaders, such as IBM, all agree that utility computing is the future of IT. Utility computing (aka "grid", "on demand" or "real time", etc) offers to free companies from the treadmill of constant investment in IT infrastructure and operations. Processing power and

applications are delivered as services, and customers pay for what they need, when they need it.

It is a noble vision, but what about data security and protection? Unitrends' Secure Data Sync opens the door to delivery of data protection as an online service, and marks the beginning of a disaster recovery utility. Remote data vaults with disk based storage arrays can provide data synchronization and recovery for large and small enterprises at a fraction of the cost of in-house disaster recovery systems. With Secure Data Sync's sophisticated management software, disaster recovery networks can run "hands off and lights out".

### Easy Steps To A Rapid Recovery



### Keep It Simple and Flexible

Unitrends Secure Data Sync architecture makes it easy to build the type of data protection solution that meets your business' requirements, and to change to meet new requirements.

Whether you need to protect two sites, or to build a fault tolerant disaster recovery network to protect two hundred sites, Secure Data Sync provides the scalable, affordable and easily managed solution for disaster recovery in a dangerous world.



## Overview

Maintaining an offsite master backup of your data is time consuming, difficult, expensive and is never available or current when you need it. Secure Data Sync automates this task. Secure Data Sync replicates an entire site to a target or offsite location. This concept of "site replication" is a first in the industry.

Secure Data Sync works by synthesizing a complete remote master backup from the local backup archives. Each time there is new archive data at the local site, the fresh and changed parts of the data are transferred to the remote site and spliced into the appropriate files. In this manner, Secure Data Sync synthesizes a fresh and new master backup on a regular basis. This synthesized backup, referred to as a "current running master" is a byte-by-byte copy of all the data.

From this "current running master" you can recover individual files, folders, or the entire system. Additionally, you can archive the current running master to tape at whatever interval is desired be it weekly, monthly or quarterly.

## Benefits

- Lights out protection of your data from a total calamity
- Nohuman intervention required once it is set up and running
- TotalSite Protection™

## Features

- Automatically synthesizes Master backups on a remote site from incremental data backed up locally
- Supports DSL, Frame Relay, Cable Modem, PPP, T1, OC3 links for transferring data
- Data is transferred securely using triple DES encryption

- You are in full control of the security keys and can change the keys as often as desired
- All data transfer (other than initial phase 1 transfer) is fully automated
- Nice simple convenient reporting by email
  - Total number of client backups synthesized
  - Transfer speeds
  - Total Data transferred
  - Failures and the reason why
  - Downtime of the data connection
- Intelligent trouble shooter – will add intelligent comments and suggestions to your daily email report indicating appropriate actions that can be taken
- Backlog Eliminator™ – this feature kicks in if your link is down for several days and many backups have accumulated. The Backlog Eliminator™ feature first merges local backups together so that it has the freshest of data, then synthesizes a new master backup on the remote system from this data. This allows a rapid catch up and requires no manual intervention for its implementation.
- Intellimonitor™ - this intelligent feature automatically monitors the connection for line quality and scheduled maintenance. By using intelligent monitoring techniques it avoids trying to synthesize backups when the connection is frail and undergoing maintenance and or testing. This avoids partial or incomplete remote synchronization where possible.
- Auto Recovery of failed synthesized backups – the software can catch up and resume where it left off in terms of synchronizing and re-synthesizing data on the remote site.
- Multiple options available for initial transfer of data from local to remote site (**Phase 1 Data Transfer**)