

SERVERSAFE® Total Data Protection

Backup and Recovery Overview



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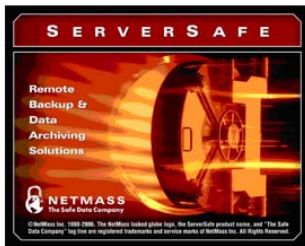
I. Introduction

ServerSafe from NetMass is an easy to manage data protection service that uses online backup technologies to protect your critical data. ServerSafe combines award-winning software, best-in-class data centers and a robust overlay network in an easy, all-in-one solution.

ServerSafe is an integrated solution for backup and restore of servers, desktops, laptops, databases, email servers, application servers and more.

With just one installation of our backup software on a single computer or server, you can securely backup your entire company-wide data to NetMass data centers via the internet. Restoring lost or corrupt data is an easy process — whether it's a single email or rebuilding an entire server.

Please read further for additional information.



STORAGE

Managing the information that drives the enterprise

Hot Technologies 2006



II. The Data Challenge

Data is everything now. In just a few short years, organizations have grown increasingly reliant on the information they continuously generate to communicate, service customers and conduct operations.

The risk of losing business data or losing access to it for an extended period is well documented. The permanent loss of critical data can put a company out of business, while not being able to access data in a timely manner negatively impacts worker productivity, strains client relations, violates service level agreements, puts companies at risk for litigation, and more.

The legacy tape-based backup technologies so long plagued by unreliability are now being replaced with faster, more reliable and flexible disk-to-disk (D2D) backup and recovery.

Most companies now see their data as not only mission-critical, but as a strategic asset that must be protected. Regulatory pressures and escalating needs for compliance have forced many businesses to upgrade traditional policies and procedures for data protection and recovery.

ServerSafe offers a new breed of total data protection that is not only superior to tape-based technologies, but also to other D2D solutions on the market.

ServerSafe addresses the many current issues and challenges that are critical for a total data protection system. These include the ability to handle:

- Automated offsite backups
- Company-wide data protection
- Shorter backup windows
- Quicker recovery times
- Heterogeneous application environments
- Multiple machine types
- Disperse data
- End-to-end security
- 24/7 access
- Regulatory and legal compliance

While there are competing D2D backup products on the market, beyond the pure speed advantages, ServerSafe is the right technology at the right time to address the necessity for automated data protection and recovery in an increasingly wired business environment with 24/7 demand to data.

III. The Evolution of Data Protection

Until recently, effective data protection was available to only the largest corporations.

In the past, smaller organizations would resort to trucking their magnetic tape backups offsite usually to some type of warehouse facility. This backup method was not only time-consuming and expensive, it was notoriously unreliable.

Other organizations put the backup duty on individual employees (which meant that it was typically done intermittently if at all). Other companies cobbled together some sort of local backup system by putting one employee in charge of the backup process for the company. This second method was better in some ways, but when this person was sick, changed jobs, became busy with other matters or became disgruntled, the critical company data was at great risk.

As data has become more critical to the survival of an organization, there is an increased need to adopt systematic offsite data protection in which data is stored at geographically separate professionally managed data centers in order to prevent both the occasional disaster (such as hurricanes, floods, fires, tornadoes) as well as the more common type (virus, theft, human error, file corruption, sabotage, power outage, equipment failure).

The rapid adoption of high-speed internet combined with lower disk storage costs have resulted in an explosion of online backup companies catering to the growing demand for offsite backup. It is not an exaggeration to say that new backup companies appear every day.

At the high end are the behemoths such as Iron Mountain that cater to large corporations and companies that have very deep pockets. At the other end of the spectrum are companies with their primary server racks in retail office space environments, lower quality co-location facilities or some similar type setup.

Combining the best of both extremes is NetMass. We do not skimp on quality, but our prices are very reasonable. NetMass specializes in providing high-quality online data backup and recovery solutions for small and medium sized businesses at affordable prices. We offer both first-generation D2D backup (which is suitable for some companies and individuals) as well as the most advanced next-generation D2D backup.

As a pioneer of the online backup industry, NetMass began leveraging the power of the internet for online backup in 1998. NetMass quickly gained a reputation for the best technologies combined with the best service. Our long-term commitment to online backup is another big reason so many of our customers trust us with their valuable data.

A primary NetMass goal remains to make the same data protection that is available to Fortune 500 companies available to everyone but at a far more reasonable cost.

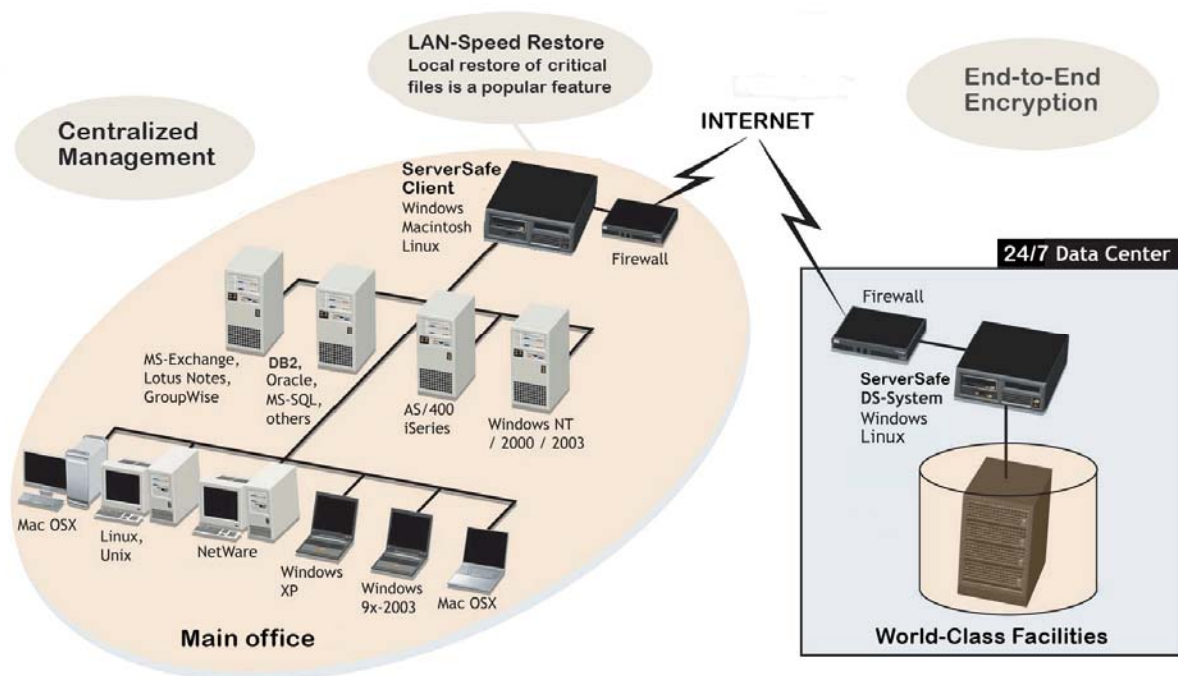
IV. ServerSafe, Next-Generation Data Protection

What is ServerSafe?

ServerSafe is the name of our Total Data Protection solution. ServerSafe combines enterprise-quality backup software, our internet overlay network, and world-class data centers in one easy to manage solution to give you state-of-the-art data protection at an affordable price. Typically no additional software or hardware is needed. Your data is backed up through the ServerSafe DS-Client, compressed and encrypted and sent over the internet to our offsite data centers so that your information is safe and secure and available for recovery whenever you need it.

Just install the ServerSafe DS-Client on one networked computer, workstation or server (no need to install software on each target backup/restore computer), and you will be able to backup and restore data across your network. As a total data protection service, you only pay for the amount of data you plan to store offsite. ServerSafe Backup offers users the advantage of automatic and unattended backups for data environments ranging from single-user standalone PCs to enterprise-wide Local/Wide Area Networks.

SERVICESAFE Next-Generation Total Data Protection



V. ServerSafe Benefits

The **ServerSafe Total Data Protection** solution provides numerous technical, strategic, operational and financial benefits by centralizing the backup and recovery of all computers (application and file servers, databases, email servers, workstations, desktops, laptops) distributed throughout an organization.

- **Easy Backup. Easy Restore.** Small to medium businesses do not have additional resources to devote to the backup and recovery process and typically lack advanced backup & recovery expertise. This is why ServerSafe was designed to be easy to deploy and manage. With agentless backup, the backup process can be performed from a single machine, without having to install agents on every machine you wish to protect, saving valuable time and productivity. With fewer staff and resources now devoted to the backup/recovery process, employees can focus on more productive core business activities.
- **Controlled Costs.** With technology rapidly evolving, compliance rules changing and storage costs continuing to drop, now is not the time to spend a bundle of money on legacy equipment. ServerSafe offers an innovative pay as you grow system that minimizes your exposure. And rather than pay licensing fees per protected machine, you only pay for your total storage volume plan. ServerSafe is an economical offsite backup solution that scales seamlessly to fit your data storage needs as your business grows.
- **One Complete Solution.** Understandably, many companies resist the idea of a monthly service fee. For most SMBs, however, outsourcing the backup process makes financial sense. There is no sunk equipment costs, no additional insurance, media costs, upgrades, patches to install, software to buy, install and manage. ServerSafe combines it all in one easy to use package that is far more advanced than companies can do for themselves. Our pricing compares favorably to any true cost analysis.
- **Offsite Protection.** Onsite protection while cheap now carries unacceptable risk. Any effective data protection system must take into account a wide variety of disasters – not just one or two. In any disaster scenario, large or small, your backup data is only useful if it is truly protected from disaster.
- **Increased Compliance.** In this increasingly networked, interdependent world, you rely on many companies and many customers rely on you. Working within the constraints of traditional backup makes it increasingly difficult for SMB management to meet regulatory compliance for business data that is often required by outside firms and governmental agencies. But ServerSafe offsite backup makes compliance significantly easier to achieve, and helps you to future-proof your data protection investment.

VI. ServerSafe: Technology Advantages

The ServerSafe solution, based on award-winning technology, offers a robust, industry-proven solution that suits the needs of an almost limitless range of businesses. ServerSafe utilizes the most advanced disk-to-disk technology available for protecting your entire company's business-critical data. All your data is systematically backed up to data center locations where your information is available for immediate recovery whenever you need it.

ServerSafe cost-effectively backs up data from all locations over a local or wide-area network to a remote or centralized storage server. Automated, disk-to-disk backup eliminates labor-intensive manual tasks, as well as the frequent error-prone results associated with traditional backup solutions. It also offers:

Centralized Control

Centralized management is used to create and schedule backup tasks. A single user can easily manage hundreds of backups from computers across a LAN, WAN or public Internet from a single system. Restores can be initiated also, and there is a wide range of powerful administrative features. Web-based status reports verify that all backups occur as scheduled.

Agentless Deployment

Unlike other solutions, ServerSafe *does not* need to be installed on every machine you want to back up. Install ServerSafe on a single host computer for extremely easy, cost-effective deployment. This key benefit gives you robust, enterprise-quality backup without having to buy and install agents or plug-ins for every computer across your network.

The graphic features a dark red background with a glowing orange and yellow circular light effect in the center, resembling a server or data center. At the top, the word "SERVERSAFE" is written in white, spaced-out capital letters. On the left side, the text "Remote Backup & Data Archiving Solutions" is displayed in white. In the bottom left corner, there is a logo for "NETMASS The Safe Data Company" which includes a padlock icon. At the very bottom, a small line of text reads: "© NetMass Inc. 1998-2006. The NetMass locked globe logo, the ServerSafe product name, and 'The Safe Data Company' tag line are registered trademarks and service marks of NetMass Inc. All Rights Reserved."

Message Level Restore

Email has become the critical form of communication for most businesses. The restoration of lost or deleted emails is a common occurrence. ServerSafe excels at restoring emails with granular message level restore down to single email messages for pinpoint fast recovery. No more wasted time restoring an entire database. MLR is available for MS Exchange, Outlook, Lotus Notes/Domino and GroupWise.

LAN Discovery Tool

Before using ServerSafe, our LAN Discovery Tool scans your network to provide you with detailed information about your data. This powerful tool helps you *manage* your backup process, *make decisions* on an informed basis, and keep your storage costs low.

Data Deduplication

Volumes of data are increasing rapidly. Much of this data is repeated across the organization (email attachments for just one example). ServerSafe uses extremely advanced data deduplication technologies overcome bandwidth issues and minimize storage space by saving only one copy of data across the network. The end result is far less storage space.

End-to-End Encryption

ServerSafe offers the newest and safest AES encryption. Data remains encrypted throughout transmission and while in storage and is only deciphered upon restore with the help of a user-defined password key. Not even NetMass personnel have access to this password key.

Bare-Metal Restore Breakthrough

ServerSafe excels at "bare metal restores." A BMR allows you to restore your entire operating system, applications, settings and data for one machine onto a new machine *with different hardware than the original one*. This breakthrough allows you to speed through common machine malfunctions with ease for incredibly fast and efficient recovery.

LAN-Speed Recovery

Local restore is a popular feature that allows you to restore critical files at superfast LAN speeds via an onsite backup appliance.

Delta Block Processing

ServerSafe speeds up backup operations and drastically reduces storage costs as only new and changed data blocks within a file are backed up.

Smart Storage Tools

ServerSafe offers a number of advanced tools that provide detailed information about your company data. Having this information at your fingertips helps you to plan a highly effective backup strategy that is optimally cost-efficient.

Additional ServerSafe Benefits

- Hot SQL and Exchange backup at the brick level
- Enterprise-class fault tolerance capabilities include advanced N+1 grid computing support
- A graphical interface that's easy to use
- Certification by technology leaders such as Microsoft, Novell, IBM
- Supports leading O/S, servers, databases, email systems and storage environments
- World-class software, facilities and support
- Continuous Data Protection built in to the backup application
- Bandwidth throttling to avoid network congestion
- No file size backup limitations
- Compliance (Sarbanes-Oxley, HIPAA, NASD, SEC)

Application Integration

ServerSafe enables seamless interoperability with important applications such as MS Exchange, SQL Server, VMWare, NetWare, AIX, Oracle and many others. Agentless support listed below:
S=server, D=desktop, L=laptop.

Extensive OS Support

Windows Vista, XP, 2003 (S,D,L)
EMC VMware (S,D,L)
Mac OS X (D,L)
Novell NetWare (S,D)
IBM AIX (S,D)
SUN Solaris (S,D)
HP-UX (S,D)
HP-Tru64 UNIX (S,D)
IBM iSeries OS-400 (S)
Red Hat Linux (S,D,L)
Novell SuSE Linux (S,D,L)

Extensive Database Support

Microsoft SQL Server
Microsoft Exchange Server & Outlook
Oracle 8 & higher
IBM DB2
MySQL
PostgreSQL
IBM Lotus Notes/Domino Server
Novell Groupwise

VII. ServerSafe Versus the Competition

Features and Benefits	ServerSafe Solution	Other D2D Backup	Tape Backup
Automatic Offsite Protection	Yes	Yes	No
Continuous Data Protection Option	Yes	No	No
Multi-Platform Solution	Yes	?	No
Agentless Deployment	Yes	No	--
Local Restore Option	Yes	No	No
Global Single Instance Storage	Yes	No	No
Highly Scalable Architecture	Yes	Yes	No
Advanced Data Deduplication	Yes	No	No
Compliant	Yes	No	No
U.S. Data Centers	Yes	?	No
Newest AES Encryption	Yes	?	No
Message Level Restore	Yes	No	No
Delta Block Processing	Yes	?	No
No Big Capital Outlay	Yes	?	No
Easy Setup	Yes	?	No
Award-winning Software	Yes	?	?
Centralized Control	Yes	?	No
Fast Restore on Demand	Yes	Yes	No
No media costs	Yes	?	No
Automatic upgrades	Yes	No	No
Bare Metal Restore	Yes	No	No
Restore files 24/7	Yes	?	?
Detailed backup statistics	Yes	?	No
Native file backup	Yes	?	?
Bandwidth throttling	Yes	No	No
Statistical Mode enables accurate sizing of data volumes and transfer rates prior to full implementation of new backup sets	Yes	No	No
Archiving	Yes	No	Yes
LAN Discovery Tool	Yes	No	No
SLA Service Level Agreement	Yes	No	No

VIII. NetMass, the Safe Data Company

NetMass is one of the original online storage providers. In the tumultuous backup industry where many companies come and go in the blink of an eye, NetMass offers dependability that is almost unrivalled.

A pioneer of the online backup industry, NetMass began leveraging the power of the internet for online backup in 1998. NetMass quickly gained a reputation for the best technologies combined with the best service. Our long-term commitment to data protection is another big reason so many of our clients trust us with their data.



Secure. Reliable.

NetMass continues to improve and extend our online data backup services by providing secure and reliable technology with all of our solutions. We offer a full range of industry-leading data backup, restoration, online storage and collaboration services. We aim to be a reliable partner in today's world where information and data are indispensable and irreplaceable.

NetMass, Inc. is located in Dallas, McKinney and Houston and has clients and partners around the world. Our client data is stored at world-class data centers in highly secured offsite locations, one of which is the InfoMart in Dallas, a landmark facility that has been ranked as one of the "Top Five" data recovery centers in the world with extraordinary infrastructure and network connectivity. These NetMass state-of-the-art environments (with access to more than a dozen fibre optic networks) uniquely suit the needs of our demanding partners.

It is our corporate policy to never transmit your data to an overseas data center – all our data centers are U.S. located. We have this policy because non-U.S. countries generally do not have the same safeguards and protections allowed for your data which can result in compliance and potential legal consequences for some companies.

Highly-trained NetMass professionals are available to provide a full range of proactive and customer-responsive solutions. From large technology companies to hundreds of small businesses in the financial and legal sectors, more than 8,000 businesses worldwide trust NetMass with their most critical business data.

Call us at **1.800.731.2737** to get started with a no risk 30-day trial of ServerSafe now.

X. Industry Recognition

ServerSafe is packed with advanced features that make it incredibly easy to use. But don't just listen to us... read what some of the experts have to say.

"Combines utility service provisioning with a disk-based WAN-optimized architecture to **shatter the limitations of traditional distributed-backup software**... a robust remote backup/recovery solution with many product features and optional modules."

*Backup Solution 2006
Storage Products Guide*

"Setting Up a Secure Offsite Backup... The simplest way would be to use an Internet-based backup service such as NetMass. Internet-based backup services use a local agent to compress and encrypt your files, then transmit them to a data center. **I've used NetMass, and it was a lifesaver.**"

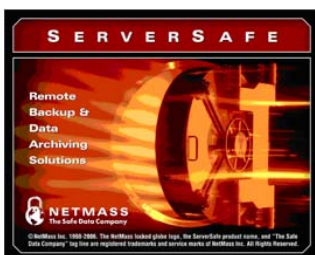
*Randy Franklin Smith
WindowsITPro.com*

"Backs up all major server and client operating systems, as well as e-mail and database packages -- and even supports backups of virtual operating systems running on a VMware server.... **this is a very good solution for enterprises with heterogeneous or distributed environments.**"

*Logan Harbaugh
InfoWorld*

"NetMass was highly responsive from the first phone call. We found that their service met all of our criteria, from hot backup of SQL databases to offsite storage and automated policy-based processes. We downloaded the software... and less than a day later we were backing up our data across the network. Most importantly, utilizing the NetMass online data backup service enabled us to meet the critical requirements for compliance."

*Robert Walston
VAALCO Energy*



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