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## >> Serenity Standby<sup>SM</sup> Service Introduction for Disaster Recovery & Business Continuity

### Sooner or later a major issue will occur:

- ▶ Disasters: Whether due to floods, hurricanes, tornadoes, viruses, human errors or even thefts, the results are devastating: **40%** of companies that have a major loss of data never recover.
- ▶ Disasters: **75%** of businesses that are down for one month are out-of-business within two years.
- ▶ Accidental Deletion: **43%** of people lose irreplaceable files every year.
- ▶ Theft: Only **3%** of stolen laptops are ever recovered.
- ▶ Drive Failure: **13%** of hard drives crash in their first year.
- ▶ ERP Downtime: A 5% negative workforce productivity impact is the difference between a profitable and loss year.

### What is the problem with 80% of disaster recovery solutions?

- ☒ Manual process is faulty. No matter how diligent your personnel, mistakes and accidents do happen!
- ☒ Not routinely tested for data quality and assurance.
- ☒ Only backs up data; applications are needed for employees to work!
- ☒ Tape and manual backups do not account for citywide power outages, hurricanes, natural disasters, or other unforeseen risks.
- ☒ Synching files, databases, and applications across multiple locations not aided by tape backup.
- ☒ Manual and tape backups are a security vulnerability!

Historically, storage costs have made automatic, offsite backup cost prohibitive to small business, but no longer! For a few hundred dollars a month your firm can have the Serenity Standby<sup>SM</sup> Service which provides backups for all data every 15 minutes. And if your network or servers go down, Serenity Standby<sup>SM</sup> reroutes work through 3<sup>rd</sup> party servers preventing loss of data and, more importantly, preventing employee downtime.

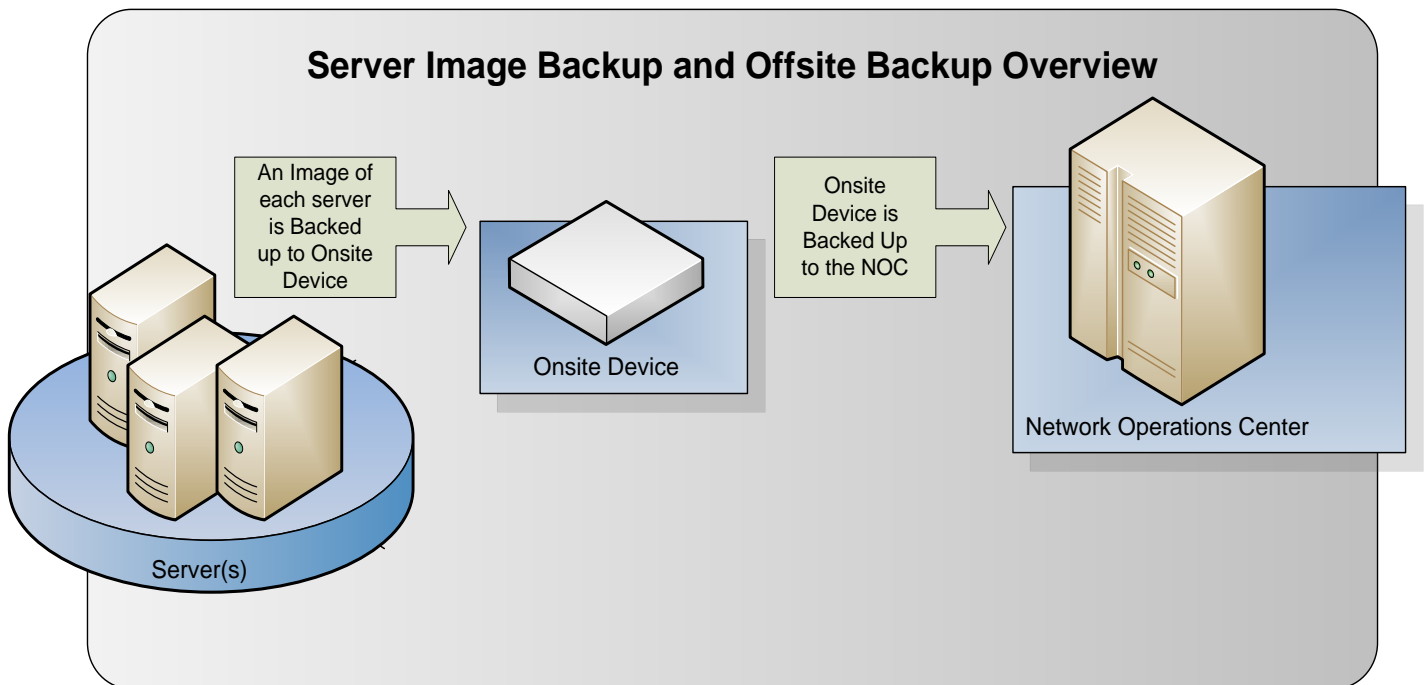
When it breaks or a disaster occurs with the Serenity Standby<sup>SM</sup> Service, it's usually fixed before you know something is wrong. And it comes with a money back guarantee.

The Serenity Standby<sup>SM</sup> Service offers a complete cohesive Disaster Recovery and Business Continuity Solution designed to backup multiple servers (from 1 to 50; prices subject to the number of servers).

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This solution will replace management intensive, error-prone tape backups and is completely automated including:

- ✓ An onsite device acts as a local storage and stand-by server in the event of server failure.
- ✓ Incremental backups done on the device at the frequency of 15 minute increments.
- ✓ Secure remote (off-site) storage provided at a 24x7 tier I data center.
- ✓ Day-to-day restoration of files and file folders.
- ✓ Full recovery of data with the previous day's data and applications being the most current information (provided from the off-site data center in the event of total catastrophe).
- ✓ Full management of the device and remote storage.
- ✓ Data is encrypted before it leaves the device so that data cannot be read without the corresponding keys, so encrypted data cannot be misused, even if it's stolen. The onsite device communicates with the remote servers using SSL (Secure Socket Layers) technology. As a result, the online backup of data is encrypted twice. It is encrypted at all times using the 256-bit AES encryption, and it is encrypted again while it's being sent over the Internet.

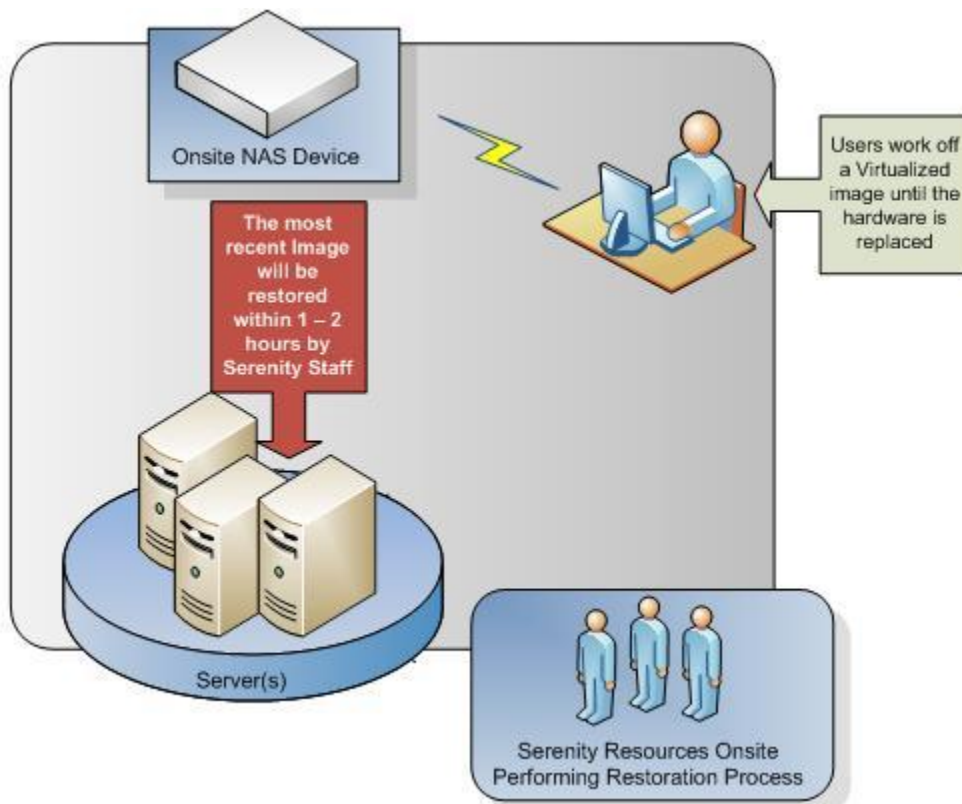


This solution is monitored and managed 24x7 by Serenity's Network Operations Center and daily verification tests are performed to validate the integrity of the data.

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In the event of disaster and complete server failure, we would initiate restoration and have your organization up and running in as quickly as 2 hours on 3<sup>rd</sup> party servers.

**Server Failure:**



**Tangible Benefits**

- ❑ Business Continuity and Disaster Recovery for Data Stored on Server.
- ❑ Business Continuity and Disaster Recovery for Applications Stored on Server.
- ❑ Eliminates Error-Prone People Dependency and Tasks.
- ❑ 24x7 monitoring.
- ❑ Reduce cost of tape (Faster, more reliable and accurate than tape!)
- ❑ Instant recovery on minor issues.
- ❑ 2 hour recovery for major issues.