



CRASH**PLAN**PRO™  
Continuous Backup for Business



people friendly. enterprise tough.

# Agenda

What is our Playing Field?

Competitive Products

Key Advantages

Intangibles

Questions?



**CRASH PLAN PRO**™  
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# Our Playing Field

*“Enterprise PC Backup”*

- A new slice of the market identified by Gartner
- Defined by challenges to backup mobile users: Different connections, platforms, ability to restore without helpdesk, ability to restore to different machines, bandwidth challenges



# Competitive Products

- AhSay

- Tivoli

- Backup Exec

- Iron Mountain

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AhSay

Tivoli

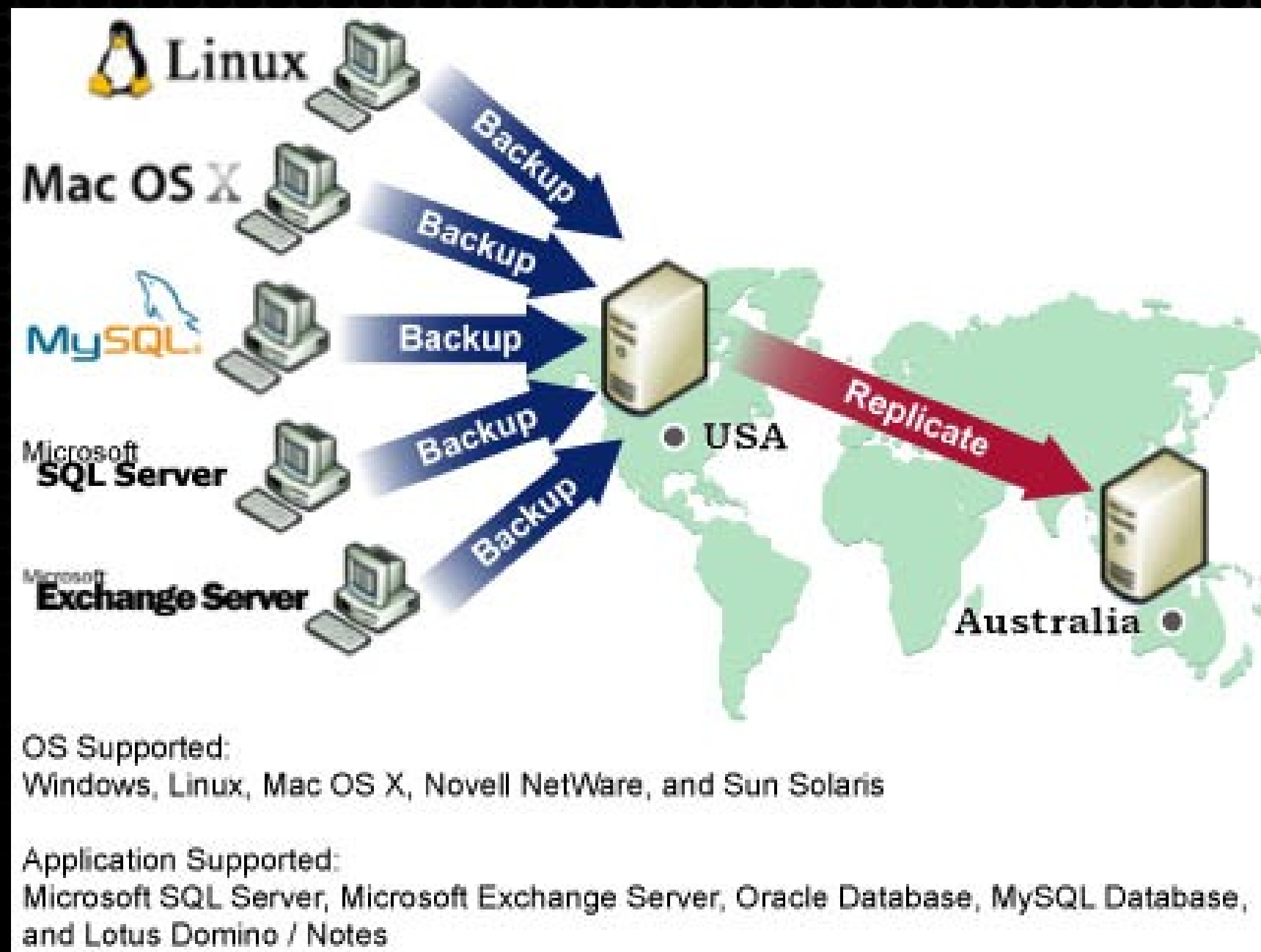
Backup Exec

Iron Mnt

	CrashPlan PRO	AhSay	Tivoli	Backup Exec	Iron Mnt
Location	Minneapolis, MN USA	Hong Kong	Somers, NY USA	Mountain View, CA USA	Boston, Mass. USA
Multiple Ownership	No	No	Yes	Yes	No
Legacy Product	No	No	Yes	No	Yes
Cross Platform	Yes	Yes	Yes	No	No
De-Duplication	Yes	Yes	Yes	Yes	Yes
Encryption	448 Blowfish	228 AES / BlowFish			128 AES
CPU Throttling	Yes	No	No		No
Unlimited Versioning	Yes	Yes	Yes		No
API Support	Yes	Yes	Yes	Yes	Yes

# AhSay

- Client / Server Backup. Has a remote focus
- Relies on server replication to send backup to multiple destinations. *It is difficult to restore from replicated server. Typically requires human interaction – YOU – and more likely to run into corruption issues*
- No Push installation of new releases. Requires more time and administrator intervention
- Must pay extra for co-brandable licenses



AhSay



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# Tivoli

- Legacy Product – Older Technology (First Developed in 1990)
- Hardware intensive
- High learning curve
- High TCO - Higher investment and not a great fit for smaller shops

# Backup Exec

- More server backup focus
- Not Cross-Platform – or Mac friendly
- Geared for smaller enterprises – Entry level product
- Bare metal restore

# Iron Mountain

- Legacy Product – Older Technology
- Not good throttling
- Slows Machine – “Coffee Break”
- Iron Mountain is a paper shredding company
- They are a paper shredding / vaulting company

# Key Advantages

- Total Cost of Ownership:
  - Free Server Software
  - Utilize Existing Infrastructure
  - Build your Own Cloud
  - Low Administrative Overhead
  - Licensing Model
- Ease of Use:
  - Set and Forget
  - Intuitive GUI
  - Simple End-user Restore
  - Push Installations

# Key Advantages Continued:

- Laptop / Enterprise Focus: “People Friendly, Enterprise Tough”
- Cross Platform / Cross Restore
- Security / Encryption
- Multiple Destination Backup - Not Replication
- Self Healing Archives - Unique
- Flexible Implementation – See Case Studies
- Brutal test environment



# Who Backs Up with CrashPlan PRO

Global 2000



# Thank you!

