



Where would you be if you lost **all your data?**

Your **documents?**
Your **accounts?**
Your **email?**

 **DATASAFE™**
OFF-SITE DATA BACKUP

SOME ALARMING FACTS*

- Just 20 MB of accounting data typically takes 3 weeks to reproduce, costing thousands of euros in lost revenue and other expenses.
- It is often said that there are two types of hard drives - those that have failed and those that will fail. Today's high speed, low cost hard drives have an average life expectancy of 4 years, and are the most common single point of failure in modern systems.
- 31% of PC users have lost their files due to events beyond their control. More than 50% of conventional backups fail to restore properly.
- The most common malpractices leading to data loss include:
 - Relying on human intervention for backup
 - Storing backup media at the same site.
 - Backing up at irregular intervals.
 - Leaving backup policies untested.



**HARD DISK CRASH
AND OTHER HARDWARE
FAILURES**



**ACCIDENTAL DELETION
AND OTHER HUMAN
ERRORS**



**FILE CORRUPTION
AND VIRUSES**



**POWER SURGES
AND BLACKOUTS**



**ELECTRONIC BREAK-IN
(MALICIOUS ATTACKS)**



**OFFICE INTRUSION,
BURGLARY OF PCs
AND LAPTOPS**



**DAMAGE DUE
TO FIRE**



**FLOODING, STORMS
AND OTHER NATURAL
DISASTERS**

Your data is valuable. Don't wait until it's too late.

Turn overleaf to learn about the best way to protect your data.

* See back page for sources



DATASAFE™

GIVE YOUR DATA THE PROTECTION IT DESERVES

With DATASAFE™ your valuable data is transferred from your premises over a **secure, encrypted internet tunnel** to dedicated DATASAFE™ **SERVERS** located in highly secure, state of the art data centres.

HOW DOES DATASAFE™ WORK?

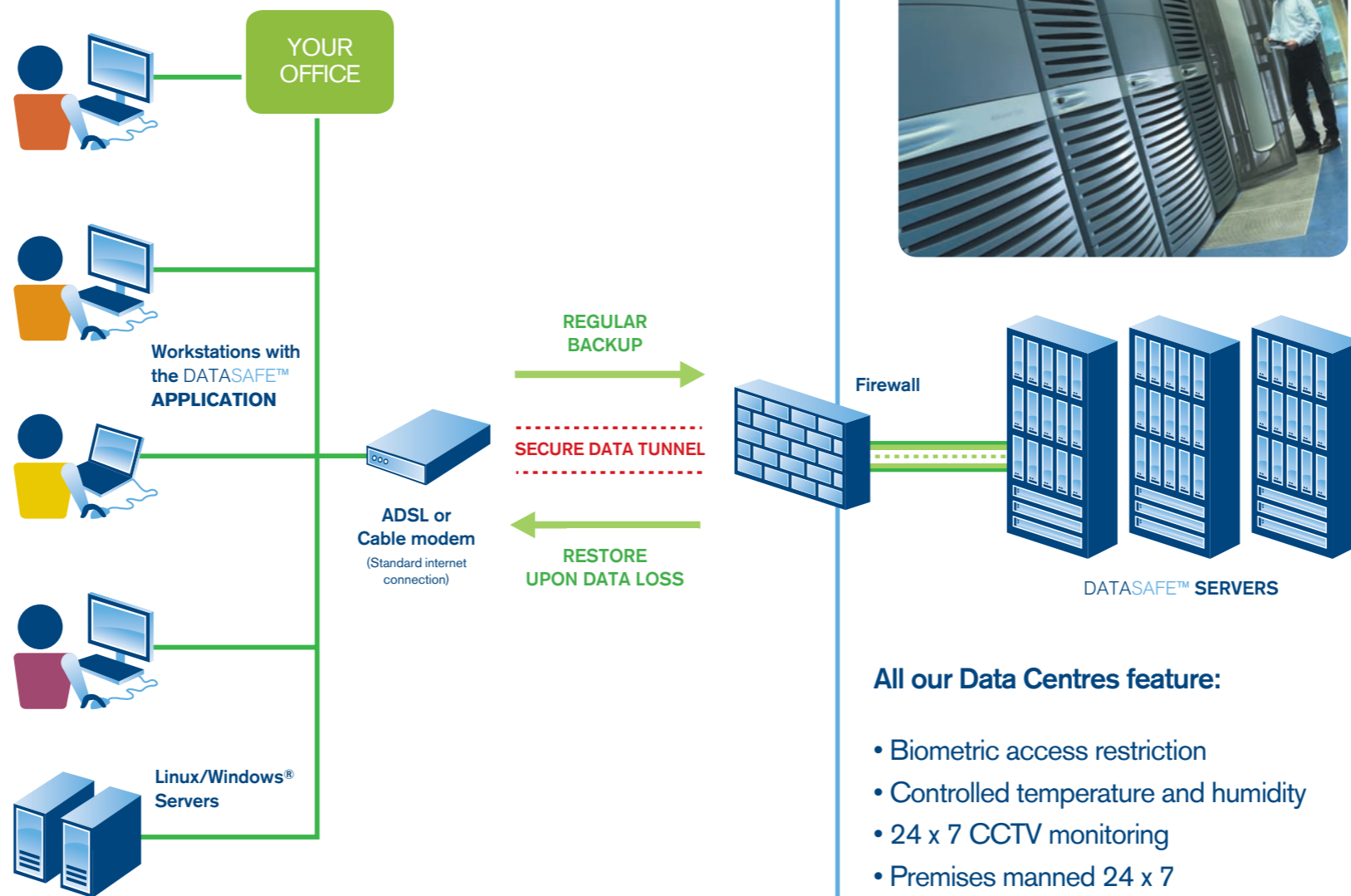
The efficient and user-friendly DATASAFE™ **APPLICATION** is installed and configured on one or more of your PC's, laptops and servers.

The DATASAFE™ **APPLICATION** runs in the background and regularly and automatically backs up your data to secure DATASAFE™ **SERVERS**. Implementing a "set it and forget it" approach, backups are performed automatically at several predefined times every day and night or at the click of a button according to your personal requirements. You are notified automatically by email or SMS if the DATASAFE™ **SERVERS** do not detect the expected activity from your site.

You may also view the latest backed up files by logging in to your space on the servers from the DATASAFE™ **WEB PORTAL** from anywhere in the world.* You and your authorised staff can download any of the files when you need access to them during out-of-office meetings, while travelling, or simply when working from home.

You may also access a 30-day backup snapshot history, whereby files may be restored to the state they were in at any time between 1 and 30 days before.

*The DATASAFE™ **WEB PORTAL** is not open access and clients must inform PRISMA of the PC's and/or locations that require access. These can be added or removed instantly by simply calling the DATASAFE™ Hotline.



DATASAFE™ SERVERS

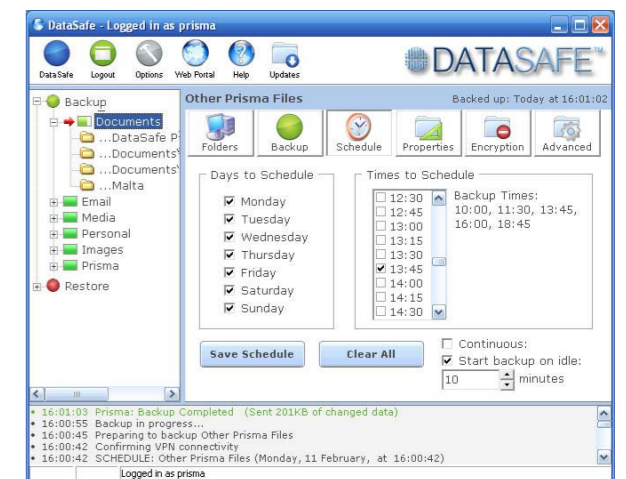
hosted by **GO business**



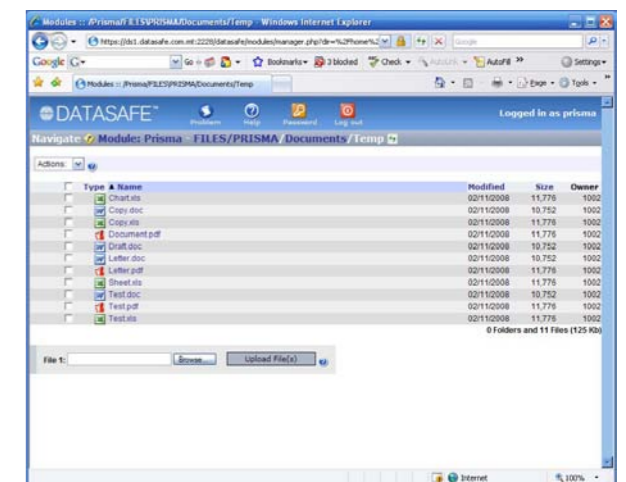
All our Data Centres feature:

- Biometric access restriction
- Controlled temperature and humidity
- 24 x 7 CCTV monitoring
- Premises manned 24 x 7
- High-tech FM-200 fire protection
- UPS and 2-month generator fuel stock
- High speed fibre optic internet connectivity
- Rock solid Linux servers
- Enterprise NAS servers

Eliminate Tapes & CDs.
Eliminate Risk.
Backup Continuously.

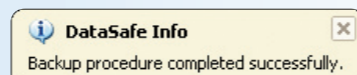


▲ The user-friendly DATASAFE™ **APPLICATION**. After an initial configuration, the application handles all your backups automatically. The inset shows the straightforward backup schedule configuration.



▲ Through the DATASAFE™ **WEB PORTAL**, you may view your latest backup and download any of the files from outside your office.

DATASAFE™ runs in the background, very much like a virus scanner, and constantly monitors your important files and backs up your latest work.





Some of your questions answered.

Q HOW IS IT DONE?

A DATASAFE™ is totally automatic. Following a very simple initial setup, the DATASAFE™ **APPLICATION** works in the background, automatically backing up your files to the DATASAFE™ **SERVERS**.

DATASAFE™ uses **your existing ADSL or Cable** connection without affecting speed in any way. The connection uses a fraction of your upload bandwidth and ISP download limits are not affected.

Q MY DATA IS HIGHLY CONFIDENTIAL. WHERE DOES IT GO?

A By opening a secure tunnel through the internet, your data is mirrored to a reserved slot on one of the DATASAFE™ **SERVERS**, where it is only accessible from within your office premises. The servers are located within highly secure and internationally accredited data centres of the highest standards. All data is automatically mirrored to secondary servers for extra protection.

Q DISASTER STRUCK AND I NEED MY DATA BACK! WHAT DO I DO?

A **Option 1** - Lost or corrupted files may be downloaded to your PC from the DATASAFE™ **WEB PORTAL**.

Option 2 - An entire backup may be restored to your PC through the DATASAFE™ **APPLICATION**. The data is restored rapidly since it is a local download connection. You may typically re-download several GB of data within a few hours (at no extra cost from PRISMA or your ISP).

Option 3 - In cases of severe data loss, you or your company may authorise PRISMA to physically retrieve your data from the DATASAFE™ **SERVERS** onto external media, deliver it right to your door and assist you in the decryption and restoration process (a 24/7 service).

Q WHAT MAKES IT SO FAST?

A DATASAFE™ implements a very efficient algorithm whereby only **changed** data is transferred with each backup operation. If only one part of a large file or database is modified, only that modified data (at the byte level) is updated on the DATASAFE™ **SERVERS**.

Since backups are performed so regularly, the changed data between one backup and another is usually minimal. In fact most backups typically complete within seconds or minutes.

Q CAN MY DATA BE VIEWED BY ANYONE ELSE?

A • Your data is **encrypted** to financial transaction grade format during transmission, such that it cannot be intercepted in any way. Once on the servers, the data cannot be accessed by anyone, not even the data centre staff.

• You may also opt to have your files automatically encrypted before they even leave your PC or server. This is done using 256-bit AES encryption, which is the type of encryption also used by entities such as governments and banks for classified information.

The actual data you send will be scrambled and meaningless and without the unique decryption key known only to you or your company, it is impossible to decipher the files stored on the DATASAFE™ **SERVERS**.

DATASAFE™ gives you access to the unmatched security of a large data centre, protecting your data in a way that would be impossible within your own office premises.

Do not let data loss damage your business. Peace of mind is within easy reach with DATASAFE™ managed backups from PRISMA.



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