

BizGuardian™ Appliance Quick Reference Card



Refer to the BizGuardian Selling Guide for additional “how to sell” information

BizGuardian Overview

BizGuardian is the only all-in-one backup and recovery appliance that fully integrates hardware and software into an easy to own, operate and manage package. It delivers an automated, highly reliable networked data protection solution for small to medium-sized businesses and branch offices or departments of distributed enterprises. Its architecture allows robust protection schemes without the complexity and IT intervention normally associated with multi-layered data protection.

BizGuardian saves significant IT time and helps customers effortlessly protect their critical business information.

Target Applications/Environments

- Have less than 2TB of data to manage
- Installations up to 15 servers and 300 users
- Have email and file server applications
- Are growing out of their autoloaders or other entry-level automation
- Customers who need and want a data protection solution but are limited by budget or staff
- Windows, MAC OS X, Mac OS classic, Red Hat Linux, SUSE Linux, Solaris and NetWare users
- Geographically dispersed departments

Buyer Pain Points

- Have experienced or are afraid of failed backups
- Have experienced or are afraid of failed restores
- Not enough time to complete backups
- Proliferation of laptops with critical company information not backed up
- Data has been deleted
- Tapes have been lost
- Resources have been reduced
- Unable to add staff
- Current solution is inadequate or requires too many resources to implement
- Lacking a disaster recovery strategy
- Cost of running IT is disproportionate to running the business

Benefits

Substantially reduces IT staff time required for data protection

- Integrates data protection software, server, disk and autoloader in one rackmount solution that is plug-and-play
- EMC® Retrospect fully integrated and certified, simplifies protection of laptops, notebooks, file servers and business-critical applications
- Eliminates checking and re-checking backup logs
- Eliminates the need to perform 50 full backups annually
- Abolishes complex tape rotation strategies
- Uses a standard Web browser to view backup results from anywhere

Permits business continuity and reduces risk

- Provides an immediate best-practice backup and recovery strategy to keep business-critical data protected
- Protects network-based desktops and notebooks automatically when they come online
- Delivers government certified 128-bit and 256-bit Advanced Encryption Standard (AES) data encryption on tape or disk media for reliable security
- Includes 1-year warranty, first-year EMC Retrospect software upgrades and maintenance, first-year onsite repair service and 24 x 7 help desk

Saves time and money

- No need to use your time and money growing your own data protection strategy – it's all done for you
- Integrates best price/performance components in the market
- Increases flexibility, attaches to heterogeneous environments



BizGuardian Competitive Differentiation

BizGuardian wins in competitive situations because you will be able to show:

- Substantial reduction of IT resources saving time and money
- Easiest solution to own, operate and manage
- Fully integrated, optimized and configured for plug and play operation

CRITERIA	BizGUARDIAN	ROLL YOUR OWN D2D2T	DISK TO DISK ONLY	SINGLE VENDOR MULTI-BOX D2D2T	VIRTUAL TAPE LIBRARY (VTL)	TAPE ONLY
Certified Integration <ul style="list-style-type: none"> • Fully certified by software and hardware vendors • All components integrated • Only manufacturer qualified components used 	Breece Hill qualified and integrated EMC certified for operation	Science experiment; system not integrated, tested or certified Selection criteria by price More complicated, more likely to fail	Unless purchased as a complete system not certified to operate Not integrated No portability	Some high end products certified for operation as a multi unit system, but at a price Most entry level products not certified	Just a component, still needs backup software and a tape drive/library Not integrated or certified as a system	Not integrated or certified as a system Just a component, still needs backup software and a tape drive/library Single stream per tape drive gives poor restore performance
Comprehensive <ul style="list-style-type: none"> • Data protection strategy • Best practices • Disaster Recovery • Portability • Single source • Security • Density • Performance 	Pre-configured Pre-defined rules and scripts Optimized operation using speed of disk, portability of tape Built in DR Built in encryption Single source warranty and service	Science experiment Not pre-configured, no scripts External connections and separate components reduce reliability Not dense Multiple sources for warranty and service; no one to call for service	Not a tiered protection strategy Still requires backup software and tape drive library Not pre-configured, no comprehensive scripts Lacks portability and Disaster Recovery	Not pre-configured, no scripts Not dense External connections and separate components reduce reliability	Unique format on tape, difficult to restore off tape Lacking DR and portability without additional backup software	Not a tiered protection strategy Poor performance Restores slow, multi-path with multiple servers Lengthy backup windows required
Cost of Ownership <ul style="list-style-type: none"> • Acquisition • Deployment • Easy operation • Easy management • Lifecycle costs 	Low initial entry with no extra costs Only one appliance to install Frees up IT staff to perform higher value functions Reduced tape rotations and lifecycle costs No expensive client licenses	High acquisition and deployment cost; requires constant monitoring from dedicated IT staff More complicated, more likely to fail High service and support costs	High acquisition and deployment cost; matching disk capacity expensive Requires tape for total protection Add disk to cover longer retention periods Long term most expensive solution	Very high cost to deploy and operate High service and support costs More complicated, more likely to fail	Requires additional manpower High service and support costs Most difficult to manage Most difficult to recover data	High lifecycle cost due to drive failures and tape wear Needs full IT staff Highest cost of acquisition and deployment requires multiple tape drives for parallel operation



Breece Hill, LLC
 246 S. Taylor Avenue
 Louisville, CO 80027

Tel 303.664.8200
 Toll free 800.941.0550
 Fax 303.664.8299
 Europe Tel +44.870.165.5500

www.breecehill.com
 sales@breecehill.com

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