



flexibility
meets security



Dramatic changes (cont.)

- Data is off the charts* (Gartner analysts project an 800% increase during the next five years)
- Average power usage in data centers has increased by more than 300% over the last ten years**
- 40% of respondents would exceed their power and cooling capacity in two years**

* Source: *Budgets, big data and staffing among top CIO concerns*, SearchCIO, December 10, 2010

** Source: *Responding to the Data Center Crisis: The Build or Buy Dilemma*, Melanie Wise, 2008



Cloud is one answer

- 58% of private sector information technology executives anticipate that cloud computing will cause a radical shift in IT*
- 47% say they're already using it or actively researching it*

* Source: Forrester, William, "Clearing the Air on Cloud Computing", McKinsey, April, 2009



Dramatic changes

- BC/DR capabilities is the No. 1 priority for SMB's and the second highest priority for enterprises.
- BC/DR to claim between 6%-7% of IT budget in 2011.*
- Spending on BC/DR to increase by 5%.*
- Information Management & Storage will claim 9%-10% of IT Budget.*
- Minimum of 22 worldwide industry regulations and standards to address BC/DR post 9/11.*



Why BLACKCLOUD™?

- Public/Private/Hybrid Clouds
- Security is a priority
- When was the last time you could see through a black cloud?



BLACKCLOUD™ Vaulting Powered by IT-Lifeline



Data Deduplication and Encryption Options

Secure Data Transfer



Business Apps



User Data



Active Directory File Server



On-Site Production Environment

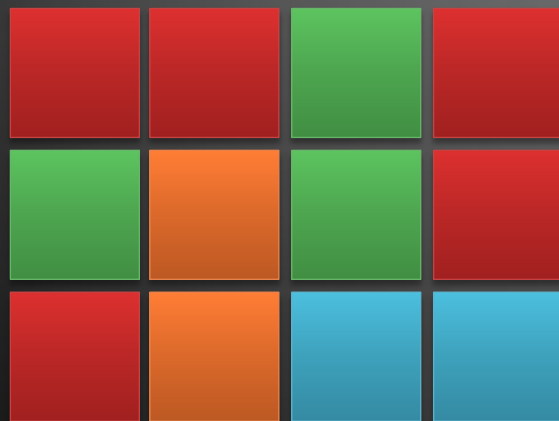
Secure Virtualized Environment



Minimize cost

Data deduplication reduces storage requirements.

Deduplication reduces communication costs.



Original Data



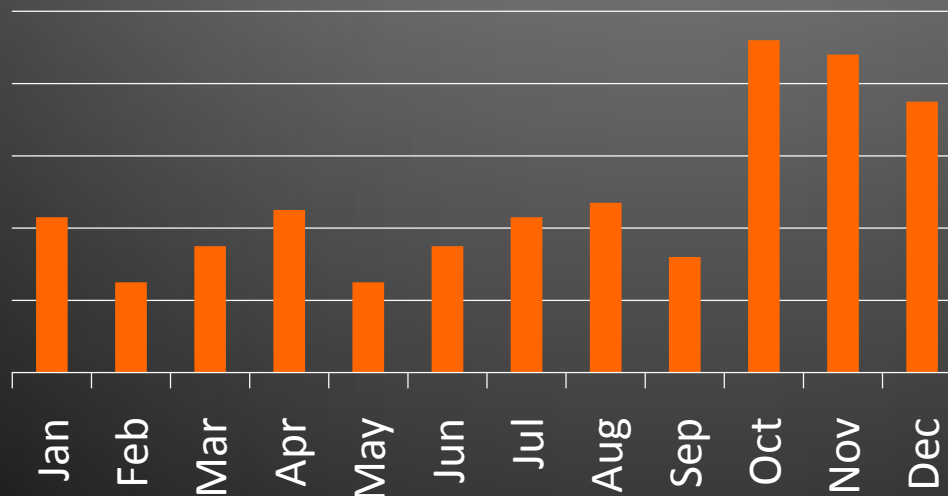
Duplicates Removed



Pay for only what you need

Scale easily for:

- Seasonal spikes
- Unexpected application resource needs



Why BLACKCLOUD?

- General Cloud Benefits
 - Cost-effective
 - Proven delivery platform
 - Rapid resource deployment
 - Easily scaled
 - Flexibility
- Additional BLACKCLOUD™ Benefits
 - Security
 - Managed data vaulting with dedicated engineers who you will know
 - Public/Private/Hybrid Cloud Expertise
 - Customized practical solutions/strategies



Maximize IT budgets

Do more with less.

Vault data without additional capital and operational costs

Scalable solution without increasing overhead costs
(i.e. long-term hardware purchases, data center and labor costs)

Eliminate costs associated with monitoring, maintenance, and support of an internal solution

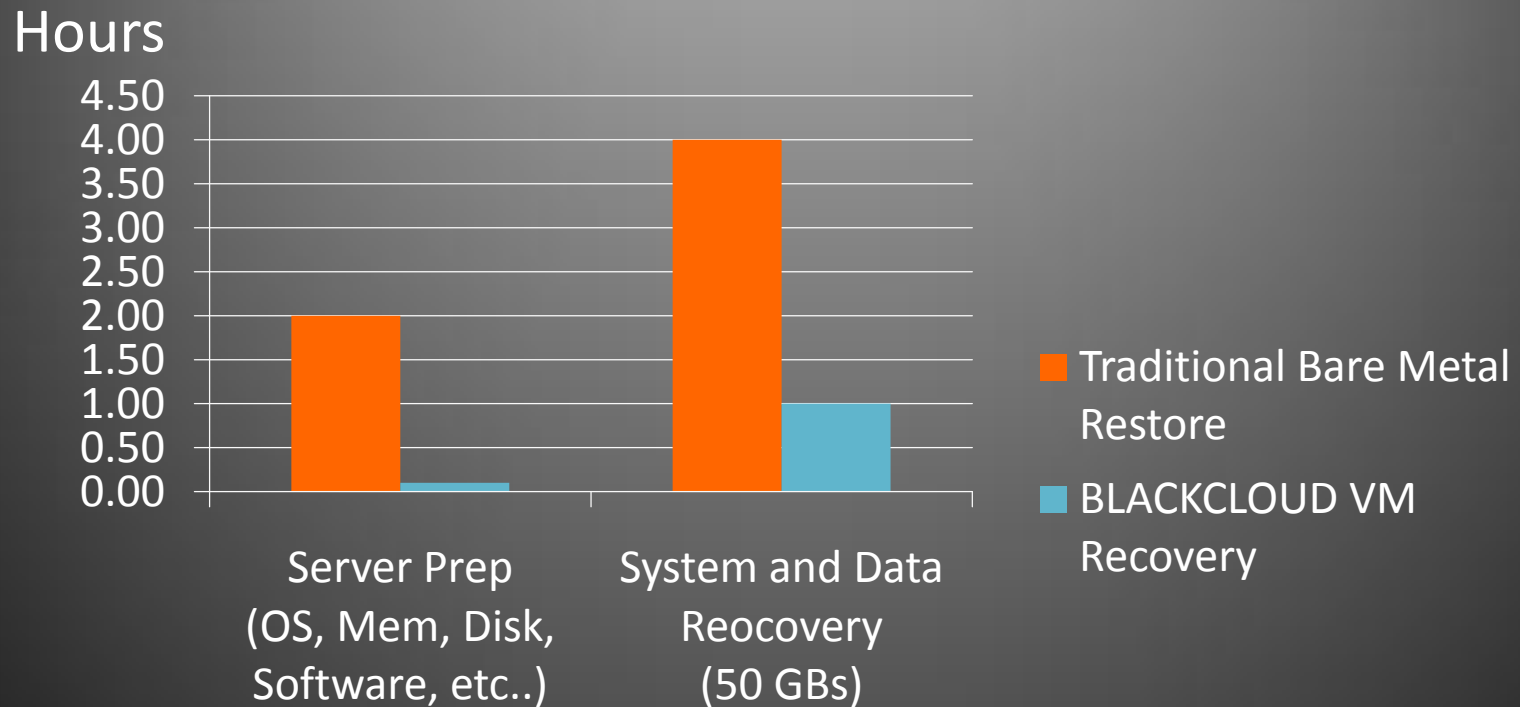


Expertise matters

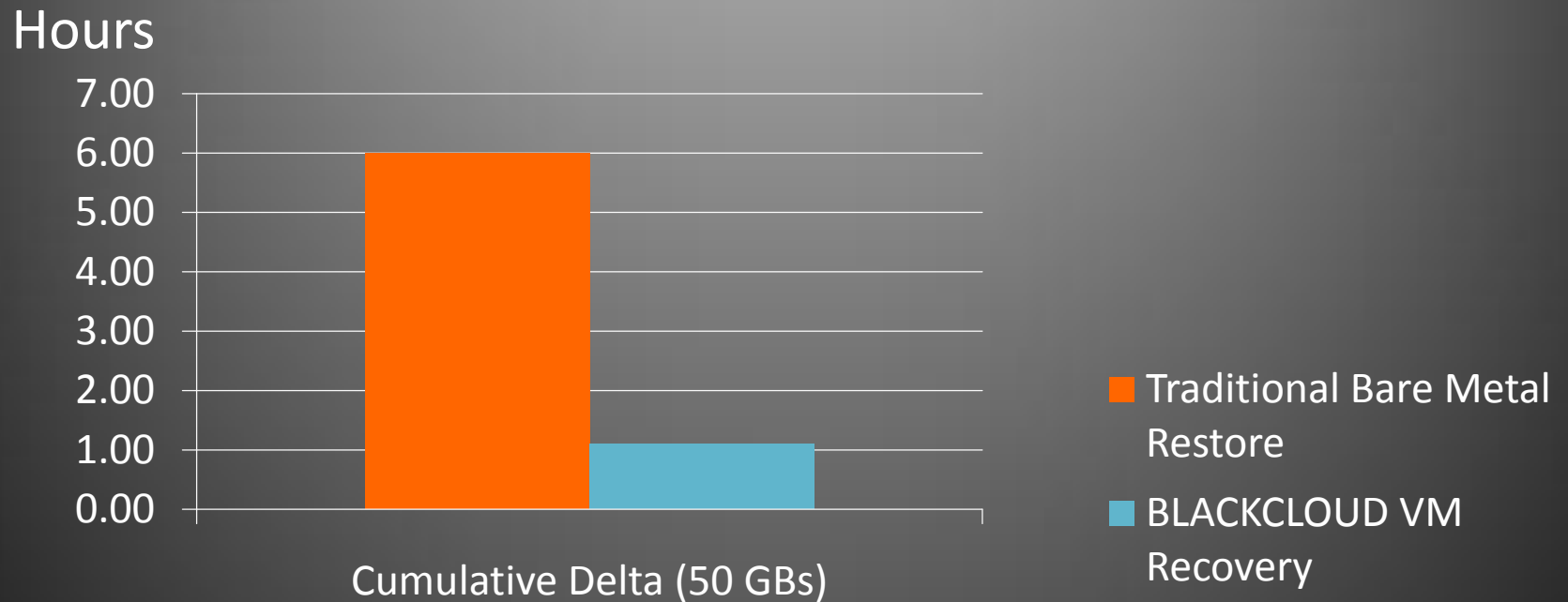
- Dedicated technical lead
- Skilled recovery team
 - Networking
 - Storage
 - Server Virtualization
 - System Admin
 - Operating System
 - Applications
- On demand resources
- Tailored reporting
- Daily management
- Policy/Retention Management
- Data management
- Trusted provider (SAS 70 Type II)



Comparable Metrics in Minutes / Hours



Comparable Metrics in Minutes / Hours



Test recovery without travel costs

REMOTE PRODUCTION TESTING

Test production environments within your segment of BLACKCLOUD™

Test data isolated from production

Perform upgrades and test patches before committing changes to production

Connect across secured communication lines

24x7 Access





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