

WHAT'S THE OPPORTUNITY?

Any document, spreadsheet or other type of file is at risk if it exists in only one location. Hard-drive malfunction and computer viruses, as well as things such as fire and human error can and do happen to computer systems. When these problems occur, some or all of your data can be lost forever—weeks or months of work can disappear in an instant. The best protection from such a disaster is to have multiple versions of the data, including at least one copy stored in an alternate location. This is the basic principle behind all backup strategies

Many businesses have a backup procedure already in place. However, they may not be aware of the alternatives to their current expensive, manual, archaic tape-based backup processes. With business operations so reliant on information technology, it is vitally important to identify alternatives that can eliminate vulnerabilities. In addition, it is important to utilize an effective data protection service that will allow quick restoration of business operations.

All companies should be backing up their data in one form or another. Today, a typical company will pay an initial license fee and ongoing maintenance fee for software to backup their data locally onto tape or disk. Often data is then manually taken off-site in case disaster strikes at the physical location.

The backup and restore process is manual, time consuming, non-secure and costly. Company productivity can be impacted, resulting in financial loss should data be unable to be restored in a timely fashion; often companies go out of business because data cannot be restored at all.

<p>The Challenge:</p> <ul style="list-style-type: none"> • Need to improve backup and recovery process • Storage system costs • Keeping pace with overall data growth • Running out of physical space • Insufficient capital budget 	<p>How to Spot the Opportunity:</p> <ul style="list-style-type: none"> • Currently manage their own backups • Need to comply with regulatory standards • Previously experienced disaster/data loss • The need to automate the backup process • Reallocation of important personnel
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Who has the problem?

- Any person responsible for restoring company/employee data
- Executive-level employees (CEO/CFO/CTO) who ultimately can be held responsible if data cannot be restored

What's the benefit of solving the problem?

- Automated local and off-site backups/restores (24/7)
- Ease of implementation
- Capacity optimization
- Data security
- Compliance
- Scalability
- Recoverability
- Monitoring, management and reporting
- Redundancy
- Reallocation of resources

What Is the VaultLogix Internet Vault Service?

Internet Vault is the VaultLogix business-class online data backup and recovery service that safeguards critical business data at a secure off-site location. Using the highest levels of compression and encryption available, Internet Vault enables businesses to automatically protect digital information and restore it at any time from any location. By choosing Internet Vault, you will benefit from the best automated backup technology available, military-grade security, 24/7 access to your data and world-class customer support. Whether you are a home-based business or an enterprise corporation, Internet Vault provides the same ease-of-use and efficiency at an affordable cost.

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Ingram Micro

Online backup and restore is a complete solution allowing Ingram Micro customers to purchase online backup service at a wholesale rate and consequently establish pricing and margin levels for their own customers.

VaultLogix

Internet Vault is a “next-generation” online data backup and recovery service that eliminates the need for any equipment purchases or license fees. You simply pay for the space used to store your data

The Way We Do Things—Key Differentiators

1. Ease of Deployment
 - ‘Agentless’ technology that only needs to be installed on one machine per customer LAN
2. Local Vault Feature
 - Integrated disk-to-disk backup using existing storage anywhere on the customer LAN
 - Allows customer to define backup sets that are only stored locally
 - Connection to VaultLogix Data Vault not necessary for restore
 - Customer uses the client software to restore over their LAN at LAN speeds
3. Remote Monitoring/Management (RMM) & Professional Services Automation (PSA) Integration
 - RMM vendor integration enables Ingram Micro customers to monitor the VaultLogix Internet Vault service.
 - PSA vendor integration enables Ingram customers to bill their end-clients for the VaultLogix Internet Vault service and in certain instances manage trouble tickets.
4. Unified Software

No need to install different kinds of software to backup servers, desktops or laptops and no plug-ins needed

Customer Pain	What We Do		Proof Points
File restores take too long with my current tape backup process.	We provide multiple backup and restore options, which allow you to automatically restore at LAN speeds via Local Vault, point and click via off-site facility, or we can overnight a USB drive containing your data.	Differentiator	Restoring files from tape is a slow, manually intensive process that requires the party who is performing the restore to find and load the tape, search and restore the requested file, then finally deliver it back to the intended recipient.
I must comply with industry regulations and need to have my data off-site in an encrypted format.	We can help you meet regulatory standards with our service which encrypts data as soon as it leaves your NIC card then stores it off-site at our Tier 4 data center facilities in its encrypted format.	Differentiator	We understand the need to help our customers meet regulatory standards and continue to invest in certifications such as SAS70 Type I and Type II.
I have remote workers and need a way to protect their laptops at a low cost.	Our online backup software allows you to install it on as many machines as you need to protect without license fees. You only pay for gigabyte usage that is stored on the vault.	Differentiator	Some companies that utilize our service use it specifically to protect mobile assets.
I want a single solution to manage local disk backups and send data off-site as well.	Our Local Vault feature enables our customers to select and backup data on-site while only sending their critical data off-site to our Tier 4 secure data center facilities.	Standard	Almost every company using our service takes advantage of the Local Vault feature that allows the customer to backup data locally and send critical data off-site or opt to backup all data both locally and off-site.

Potential Blockers and Objection Handling

	Objection	Response	Possible Action
Top Level Objections	We have had a bad service experience with previous online backup providers.	We understand that not all online backup vendors provide the same level of service. We focus on providing the best technology and features, customer support experiences, and have the feedback from existing customers to support our statement.	Provide customer references.
	We are concerned about sending our data over the internet and to a 3rd party.	To ensure the security of our client's data, our software automatically first encrypts every file before it sends the data over the Internet, using an encryption key provided by the client during the installation process. VaultLogix utilizes government-approved encryption algorithms to generate its public and private key pairs and supports an industry leading key size up to 256 bits. All client files are stored and remain encrypted on our secure data vaults at all times. The decryption process occurs automatically during the restore operation by our software at the client site, so that all client data is encrypted before it leaves the client site and not decrypted until it is back at the client site. This ensures that all backup data transferred and stored outside the client's location is always protected.	Provide proof of VaultLogix meeting SAS70 Type I and Type II requirements.
	We are worried about latency on our network due to bandwidth issues.	The software has a bandwidth-throttling capability and we significantly reduce the amount of data transmitted over the Internet, speeding up the backup process via a 3-Stage Data Reduction Process: 1. Compression 2. Block-level de-duplication 3. Delta Block Technology	Set up a trial and speak with a Vault-Logix engineer about the 3-Stage Data Reduction Process and bandwidth throttling feature.

Potential Blockers and Objection Handling			
	Objection	Response	Possible Action
Supplier Objections	Our online backup service is already being delivered at a very low cost.	Determine if customer sees the value in making sure that they are getting the best solution should disaster strike. Cite competitive advantages provided by VaultLogix vs. the currently used backup service.	Find out current provider. Present competitive analysis and impress benefits.
	I can get online backup for cheaper from another provider.	Some customers simply want the cheapest solution and do not care until it is too late. In the online backup and restore industry you often get what you pay for from both technology and customer service perspectives.	Determine which online backup providers customer is looking into. Find out customer requirements and budget.
Solution Objections	I have already invested in local backup software and hardware.	Do not try to displace current investment. Support current solution utilized. Introduce the benefits of online backup and how the service can complement existing solution that is in place.	Focus on taking only the critical data off-site should disaster strike while providing an additional local backup copy on existing hardware via the VaultLogix Local Vault feature.
	Online backup won't work for me because I have three locations and remote users that must be backed up.	VaultLogix online backup and restore makes is easy to backup and restore services for many organizations who have multiple locations and remote users. Furthermore, due to the agentless feature provided by VaultLogix our online backup solution is easier to deploy vs. the competition.	Implement online backup and restore service trial.

Contact Information

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