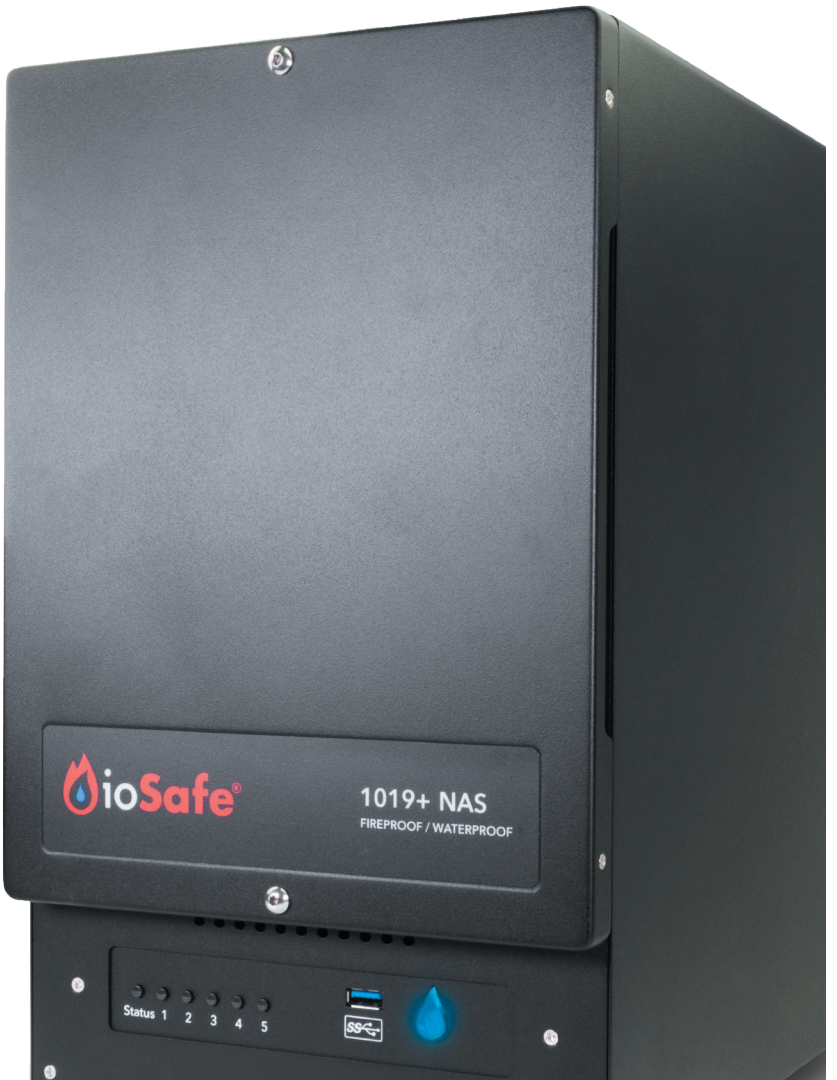
IOSAFE TECHNOLOGY PREVENTS DOWNTIME AND DATA LOSS FOR THE SMALL BUSINESS

Data loss and company downtime are concerns can be catastrophic and disabling for businesses simply due to the recovery time involved during the data restoration process. Some organizations require recovery from downtime in a matter of minutes to maintain customer service levels, whereas other businesses can tolerate hours or days worth of downtime depending on the type of services offered. However, it is important to note that the faster recovery times are becoming more necessary, even for small businesses, due to changes in compliance and legal requirements.

From a 2013 study conducted by the Aberdeen Group, the average cost of small company downtime is $8,581 per hour, until data can be recovered[1]. The Recovery Time Objective (RTO) is important for any business and becomes even more important to companies without a plan. In fact, backup software vendor StorageCraft® encourages backup planning and recovery testing on a regular basis to prevent an organization's first test from becoming an actual downtime event[2]. How many businesses actually test their backup and recovery procedures to ensure that they will be reliable when needed most? If you cannot answer this question for your business, then it is time to start planning and testing with ioSafe storage solutions.

The simplest, most convenient way of moving data offsite for disaster recovery is to utilize a cloud-based backup or replication service. In fact, the cloud has become an IT staple in recent years as the most non- intrusive way to prepare for disaster, theft or data loss. However, what most administrators do not realize is the sheer length of time required to restore data from a cloud based service. Depending on the amount of data to be recovered as well as the Internet connection speed, cloud-based recovery can easily span days or weeks. How many businesses can tolerate this length of downtime?

ioSafe offers storage solutions that are uniquely designed to protect data from natural disaster



and allow businesses to recover data in minutes, instead of hours or days. The fireproof and waterproof features of ioSafe network attached storage (NAS), and direct attached storage (DAS) create the only on-site disaster recovery storage solutions available today. Why settle for inferior storage that is susceptible to natural disasters, when you can protect your invaluable data with ioSafe - the most uniquely protected storage solutions in the industry?

ioSafe combines technologies to protect data during fires, floods and theft. DataCast, the first technology, is a proprietary fireproof material that surrounds the hard drives in an ioSafe storage array or DAS system. DataCast begins as a powder which is mixed with water during the manufacturing process and is built around the hard drives inside an ioSafe storage system. In the event of a fire, once the DataCast material reaches temperatures exceeding 160° F, the water-based insulation begins to release steam. This steam is vented through special cooling channels creating a net-outward gassing. This release of steam creates an internal temperature environment that will not reach more than the boiling point of water, or 212° F, and also prevents heat and other dangerous gasses from entering the ioSafe unit. Tolerant up to 1,550° F for 30 minutes, the DataCast insulation protects drives and data from damage until the fire can be controlled and extinguished.

The second technology, HydroSafe creates a waterproof seal to protect ioSafe drives from flooding and damage from fire hoses. In the event of water contact, the HydroSafe aluminum extrusion keeps the drives dry with its watertight seal, even when submerged in up to 10 feet of water for up to 72 hours. HydroSafe also acts as a heat sink to dissipate heat generated by the hard drives under normal operation, so that the drives remain cool within the watertight extrusion, and remain protected from water damage. In the aftermath of a disaster, the HydroSafe extrusion can be opened to remove the hard drives and the drives placed into a replacement ioSafe chassis, to help to meet a much lower RTO and restore business continuity.

The ioSafe floor mounting kits allow administrators to bolt ioSafe NAS to a wood or concrete floor and covers the units with a steel cage, preventing theft and tampering by blocking access to all of the ports and cables. Perfect for a small business without a secure server area, the floor mounting kits are the solution to keeping data storage from being compromised while in a high traffic area. The floor mounting kit also prevents the ioSafe storage from moving during disaster, so that the unit can be easily located following a disaster event.
As an insurance policy for your data, ioSafe also includes Data Recovery Service (DRS) with all pre-populated NAS and direct-attached units. DRS means that if you have hard drives, which cannot be accessed due to disaster or failure, ioSafe will conduct forensic data recovery and provide that data on a new hard drive as soon as possible.

The bottom line is that ioSafe manufactures the only on-site disaster recovery storage solution that can be recovered within hours by removing intact hard drives and placing them into a replacement chassis. For the best in data protection, with features that other manufacturers cannot claim, ioSafe is the solution for small to medium businesses wanting the most resilient storage available today.

[1]Source: Aberdeen Group, August 2013: http://resources.idgenterprise.com/original/AST-0113606_Analyst_Insight_Downtime_and_Data_Loss_ How_Much_Can_you_Afford.pdf

[2]Source: StorageCraft, March 2015: https://www.storagecraft.com/blog/ebook-backup- disaster-recovery-testing/