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# SUMMIT

Parallels  
Summit 2012  
Profit from the Cloud™

## Scaling a Profitable Backup Service

Johan Jongsma – CTO & co-founder **IASO**



# IASO

- IASO: daughter of Asklepius, goddess of recovery
- Developer of Online Backup software
- Player in premier league of backup
  - Servers: Backup-Exec, CommVault, Asigra, Avamar
  - Desktops: Mozy, Carbonite, CrashPlan
- > 65% market share in The Netherlands
- Customers worldwide
- 100% paying customers



# Full Featured

- Windows 32/64, OS X, Linux 32/64, FreeBSD, Sun Solaris
- MS Exchange, MS SQL, Oracle, Sharepoint
- VM-ware application aware snapshotting
- 100% encryption: **full deniability**
- Fastest restore in the industry
- Advanced Bandwidth throttling
- Full branding
- Auto update
- Remote management



# Optimized to Scale

- **IASO True Delta**
  - Find changed files
  - Find changes in files
  - Cabinets minimize Storage Access
  - Send the changes: reconnect
- **IASO Cloud Management**
  - Indefinite grow with Storage Nodes
- Native client (no middleware)
- Localizations
- Simple client / little support

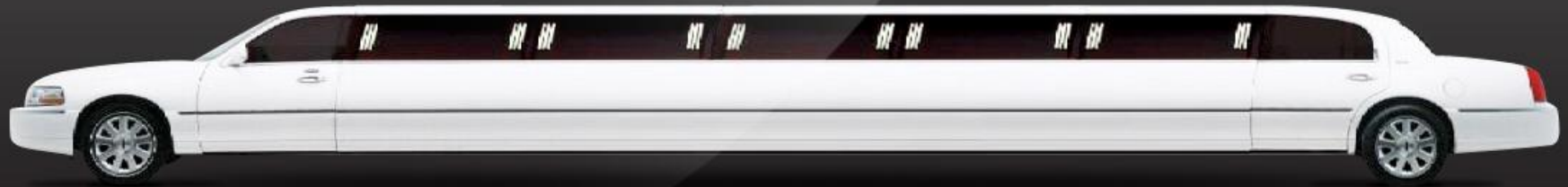


# Online Backup

- Acceptance in the market
- Resistance from MSP's
- Two attitudes:
  - Too successful
  - Prejudgment: intended for desktops & laptops only
- Your competitors have the same problems
  - Distinguish yourself with a good solution



# Non-Sliceable Files



.jpeg



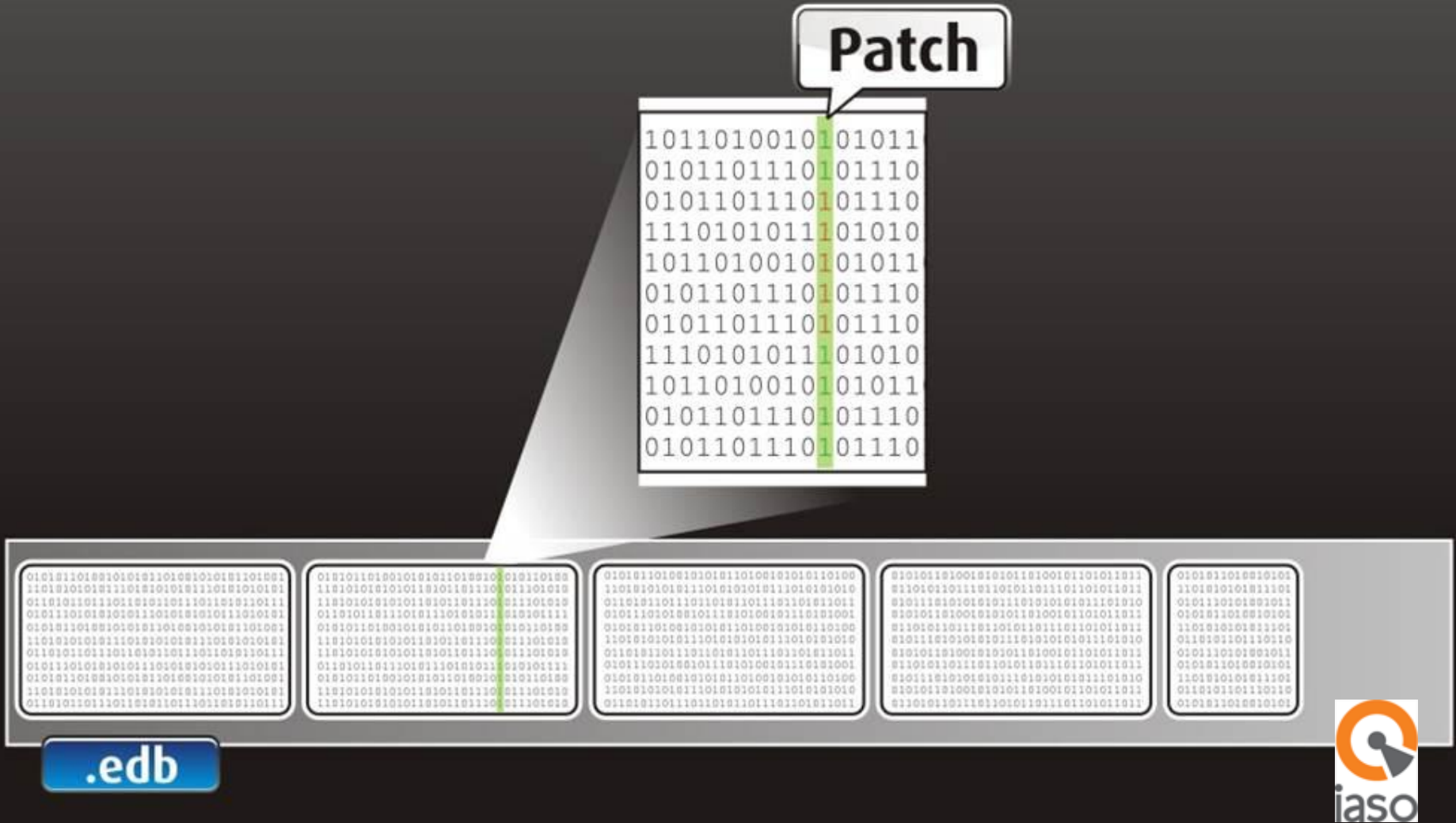
.mp3



# Static Sliceable Files



# Deep de-duplication





# Dynamic Sliceable Files

W

Turkey has announced a raft of economic and financial sanctions on Syria over its violent crackdown on protesters. Foreign Minister Ahmet Davutoglu said President Bashar al-Assad's government had "come to the end of the road". The Arab League announced sanctions on Sunday. It has already suspended Syria over its failure to implement proposals it had agreed to. Dubai says airlines from the United Arab Emirates will suspend flights to Syria next week under those sanctions. The UAE's main airlines are Emirates and Etihad, and Dubai acts as a transport hub for the region. Turkey's sanctions mostly target the Syrian leadership. The foreign minister said all those responsible for violence against civilians, and businesses close to President Assad.



W

Britain is withdrawing some diplomats from Iran following the attack on its embassy in the capital, Tehran, on Tuesday, diplomatic sources say. The Foreign Office said "some staff" were leaving "for their own safety", but gave no further details of the numbers involved. Norway has said it has closed its embassy, citing security concerns. Tuesday's attack followed Britain's decision to impose further sanctions on Iran over its nuclear programme.



.docx

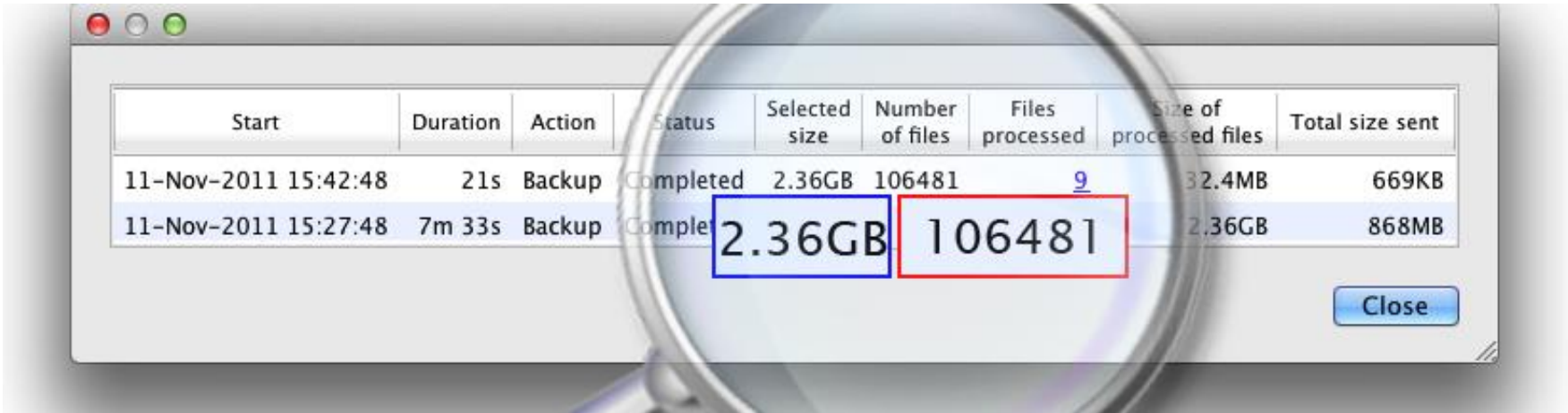


# Differentiating Features

- Virtual Drive for restores
- Archiving of backups
- Common files de-duplication
- Local Speed Vault



# True Delta Results: Initial Backup Over Internet



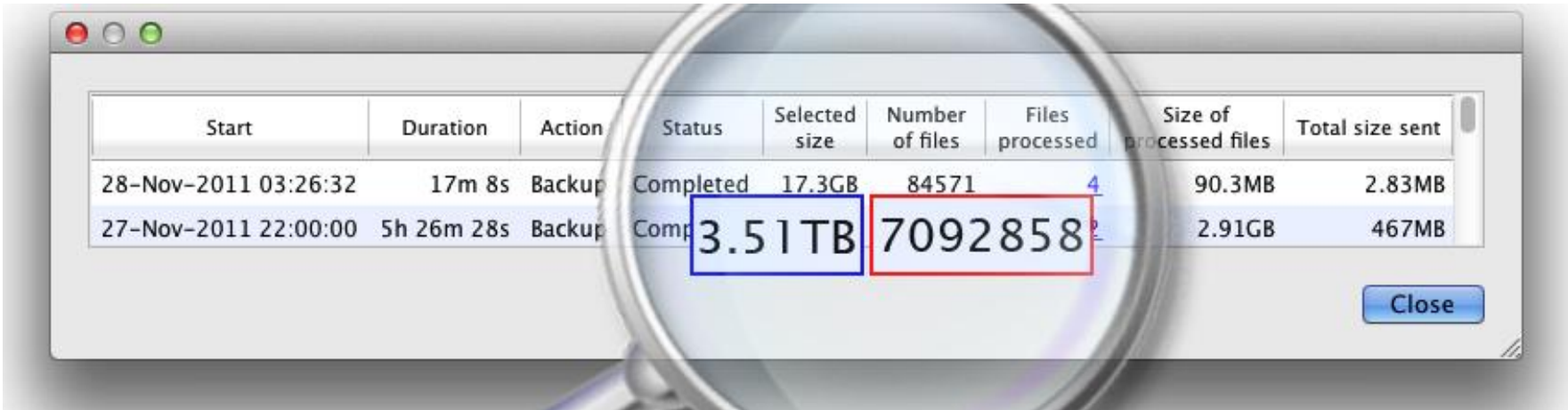
A screenshot of a backup progress window. A magnifying glass is positioned over the 'Selected size' and 'Number of files' columns of the table. The 'Selected size' column shows '2.36GB' and the 'Number of files' column shows '106481'. The table has the following data:

Start	Duration	Action	Status	Selected size	Number of files	Files processed	Size of processed files	Total size sent
11-Nov-2011 15:42:48	21s	Backup	Completed	2.36GB	106481	9	32.4MB	669KB
11-Nov-2011 15:27:48	7m 33s	Backup	Comple	2.36GB	106481		2.36GB	868MB

- 235 files per second
- Benefits of **IASO** Pre Processing:
  - 147 files (cabinets)
  - 147 sessions / latency over network
  - 147 write operations on storage
  - factor 750 less files on storage



# True Delta Results: Fileserver 3,5 TB - 7M+ Files



Start	Duration	Action	Status	Selected size	Number of files	Files processed	Size of processed files	Total size sent
28-Nov-2011 03:26:32	17m 8s	Backup	Completed	17.3GB	84571	4	90.3MB	2.83MB
27-Nov-2011 22:00:00	5h 26m 28s	Backup	Comp	3.51TB	7092858		2.91GB	467MB

- daily backup in 5,5 hours  
changes & additions after **IASO True Delta**:

0,012%



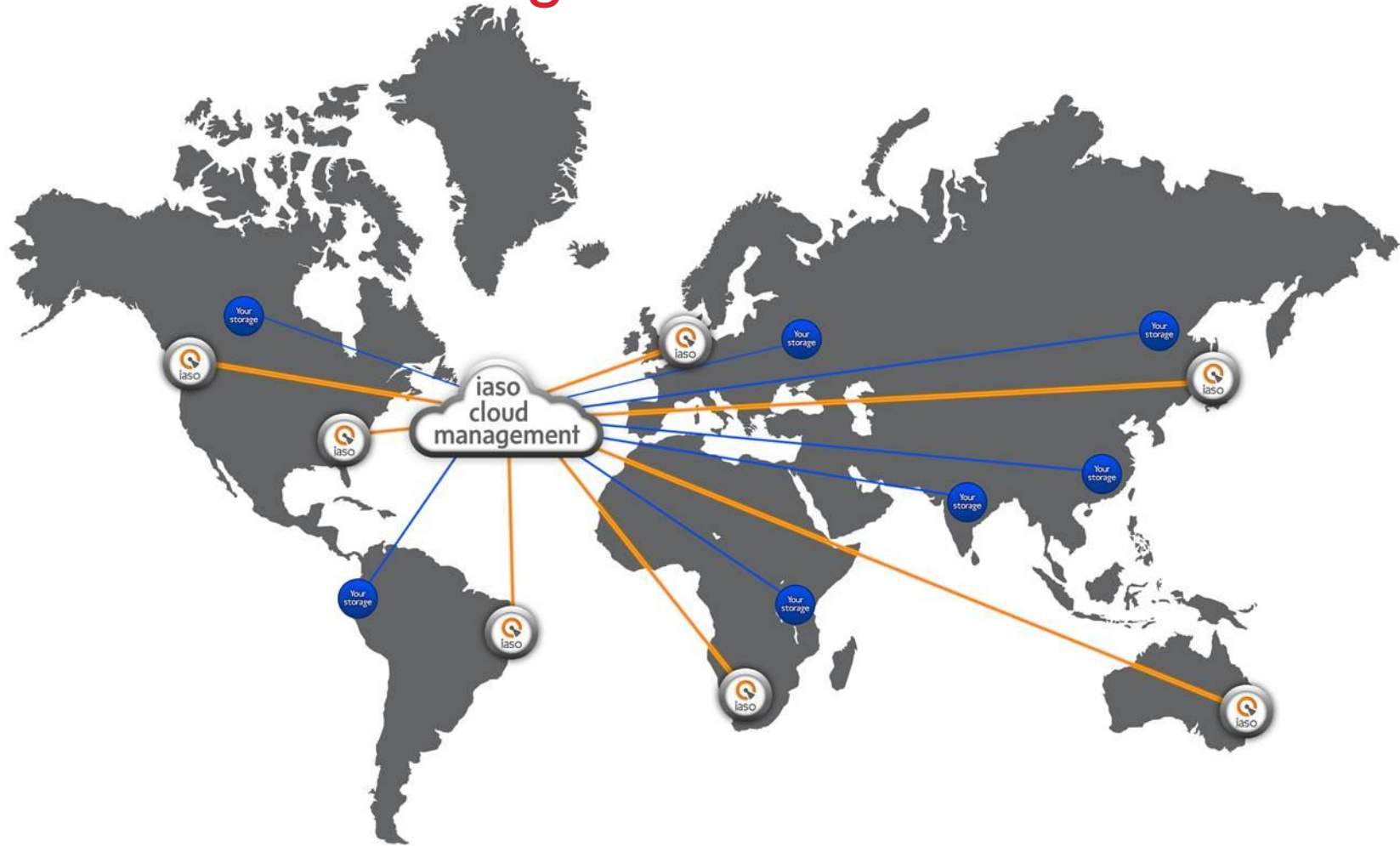
# Online Backup Not Only For Customers & SMB's

## Examples of Enterprise installations:

- 250 servers, 14 TB, 100 VM's
- 100 servers, 25 TB, global
- 400 laptops, always remote
- 200 servers, 20 TB, datacenter backup
- 150 servers, on 150 locations



# IASO Cloud Management



# IASO Cloud Management

## cloud management

	iaso global storage	monitoring & management	reporting
all inclusive	✓	✓	✓
full service		✓	✓
software only			✓



# Parallels Plesk & Automation APS Available



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# IASO Cloud Storage

## All-inclusive:

- Scalable
- No investments

## Full-service:

- Scalable
- Your hardware
- Your data centre
- No worries

## Software only

- Best of breed software
- Statistics & reporting as a service



# Simple Pricing

- Goal: **SUCCESS**
- Mean: **EASE**
  
- Unlimited server-clients  
unlimited workstation-clients  
full featured
  
- Price per GB used storage
  
- Market value online backup  
\$ 1,- per GB per month



## **IASO Online Backup:**

- ideal solution, from Gb's to Pb's on 1 platform
- technological advanced
- your partner for the future



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# IASO: top player in backup

## You're welcome at booth #101



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# IASO

## backup designed for success



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