



BackupAgent®
ONLINE BACKUP SOFTWARE & SERVICES

The Cloud Backup Opportunity

BackupAgent for Service Providers

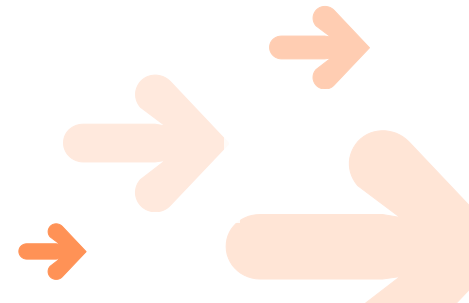
Parallels EMEA Partner Forum 2010
October 2010





Agenda

- ▶ **Introduction of BackupAgent**
- ▶ **Introduction to Cloud Backup**
- ▶ **Market View**
- ▶ **Route-to-market for Cloud Services**
- ▶ **Success factors for Cloud Backup**
- ▶ **BackupAgent's proposition**
- ▶ **Q&A**





About BackupAgent

▶ Vendor of Cloud Backup Software

- ▶ Founded in 2004 - product launch 2006
- ▶ BackupAgent develops, sells and supports cloud backup software
- ▶ Channel: exclusive via Hosters and Service Providers

▶ Where are we

- ▶ Award winning software
- ▶ 250+ partners in 30 countries
- ▶ Fast growing



Winner 2010
Technology Fast50

Deloitte.

Microsoft[®]
GOLD CERTIFIED
Partner

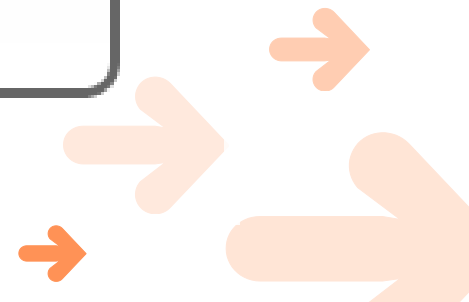
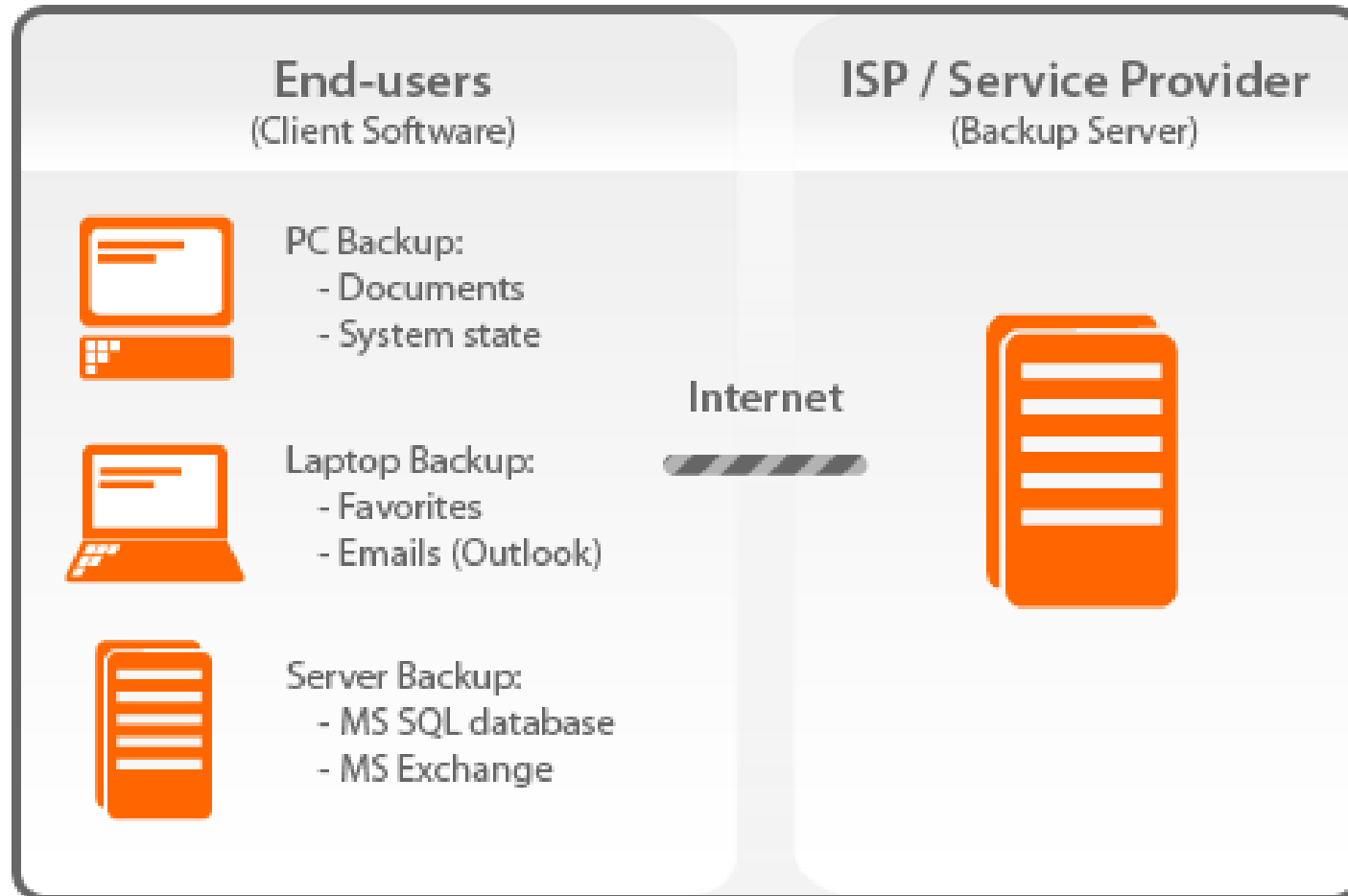


Track Record – Service Providers





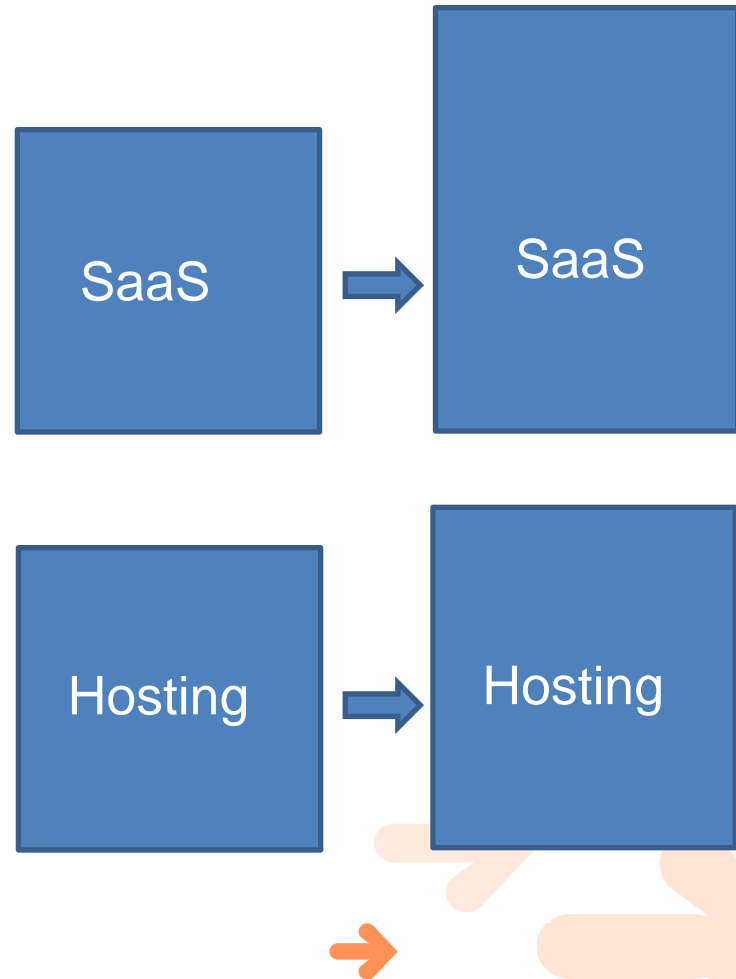
Cloud Backup visualized





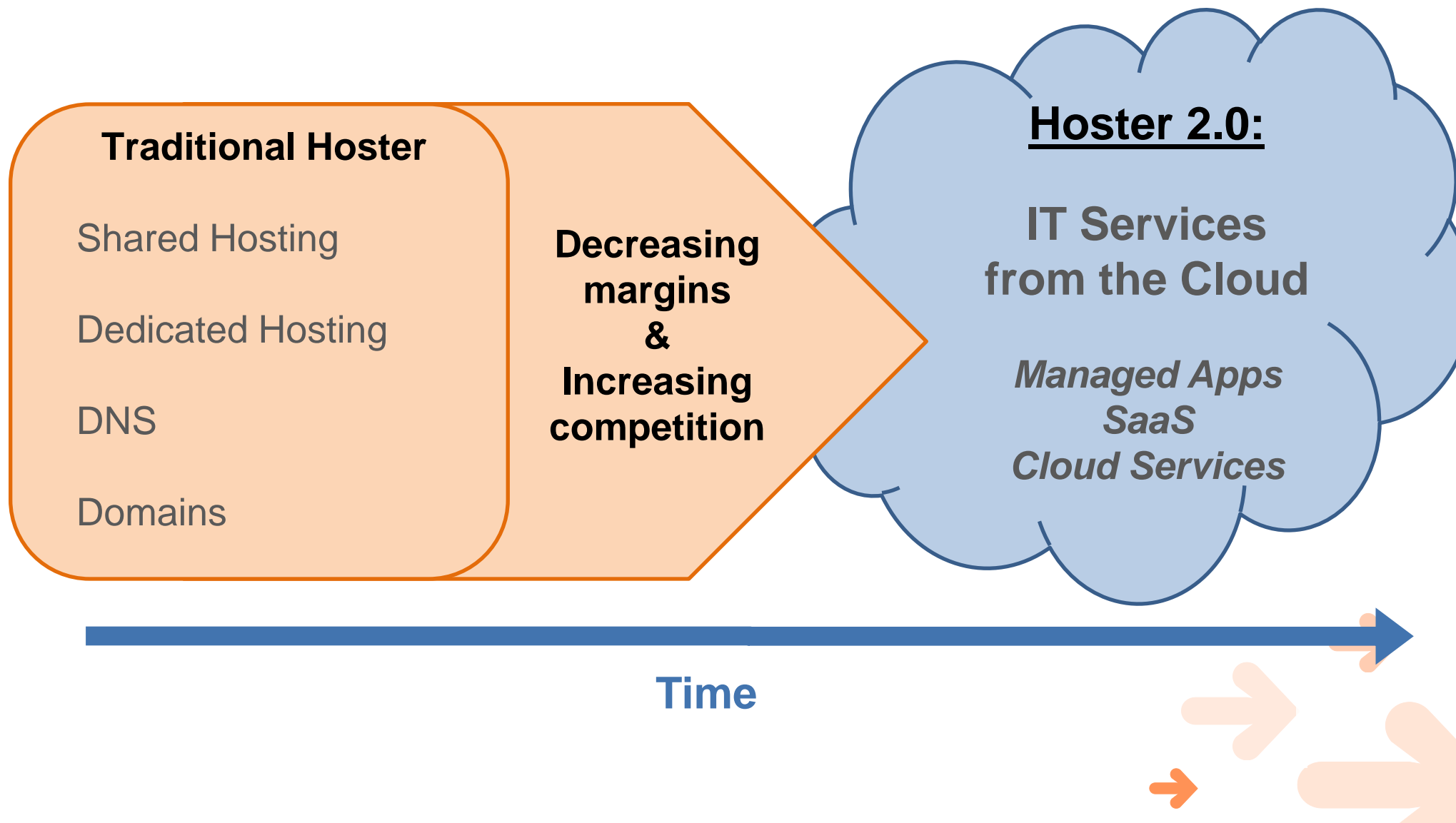
Value added services (SaaS)

- ▶ **Yearly growth in SaaS: 29%**
- ▶ **Yearly growth in hosting: 8%**
- ▶ **Added value of SaaS**
 - ▶ Reduce CHURN
 - ▶ Increase ARPU
 - ▶ Increase customer intimacy
 - ▶ One-stop shop





Hosters are evolving into Cloud Service Providers





SMBs want to backup to the Cloud

▶ IDC (2009)

- ▶ 47% of SME want to use cloud computing for backups in the next 12 months



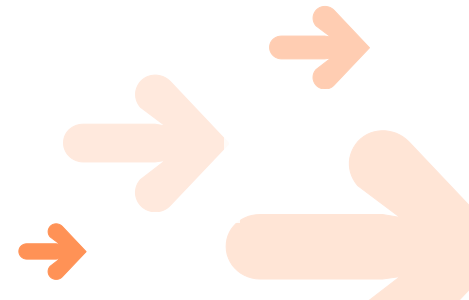
▶ Forrester (2008)

- ▶ Cloud backup is an alternative to an on-premises solution
- ▶ Like email and CRM



▶ IDC (2008)

- ▶ MSPs will play a dominant role in the acceptance of cloud backup

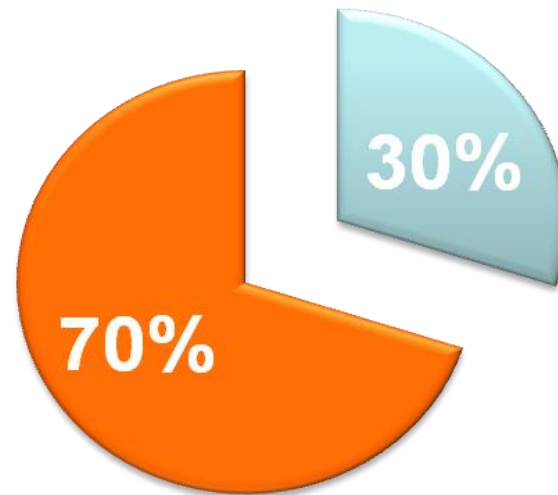




Cloud Backup – The Market

Backup Plans

■ No backup plans ■ Backup plans available



- ▶ **30% of SMBs do not have any backup plans at all**

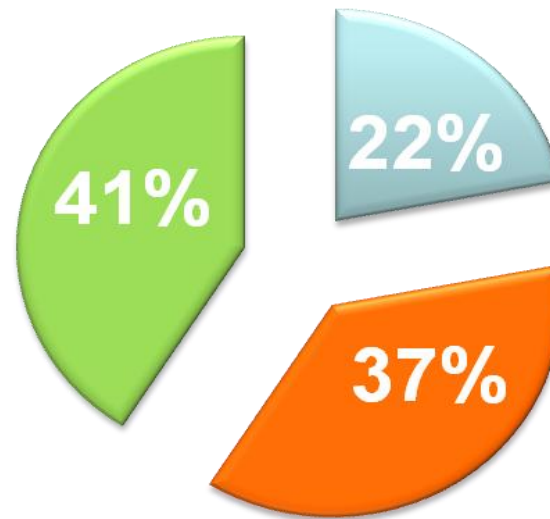




Cloud Backup – The Market

Backup frequency

■ Daily ■ Monthly or less ■ Other



- ▶ **Only 22% of the SMBs backup on a daily basis and 37% backup monthly or less**

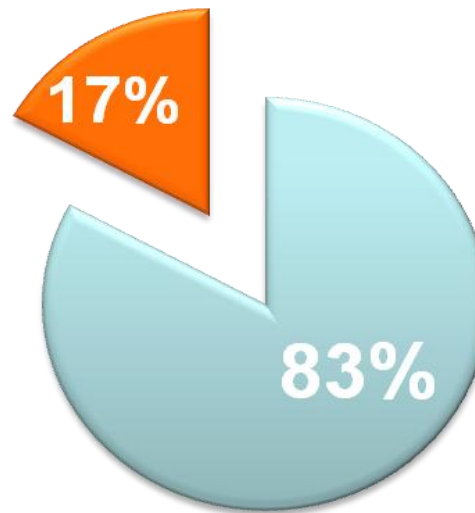




Cloud Backup – The Market

Redefining plans

■ No redefining plans ■ Redefining plans



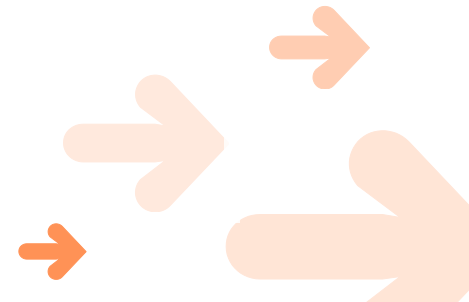
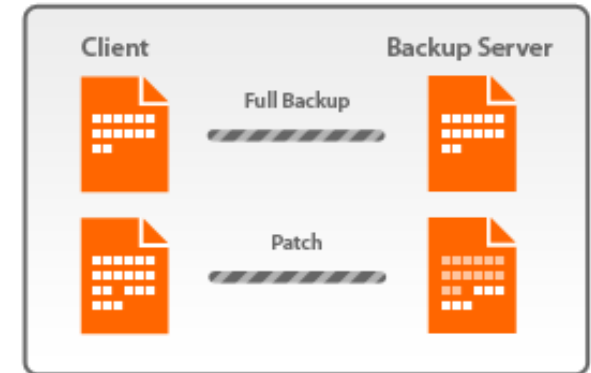
- ▶ **83% of the SMBs are looking into (re-)defining disaster recovery plans within the next 6 months**





BackupAgent for SMB-customers

- ▶ **Automatic backup, over IP**
 - ▶ Every day
- ▶ **Efficient and secure**
 - ▶ Strong compression
 - ▶ Block level incremental backups
 - ▶ 128- or 256-bits client-side encryption (private key)
 - ▶ SSL-connection
- ▶ **PC and laptop backup**
 - ▶ My documents & Favorites
 - ▶ Outlook (Express) & System State
- ▶ **Server backup**
 - ▶ Microsoft Exchange & Microsoft SQL & MySQL
- ▶ **Supports Windows, Mac and Linux**
- ▶ **10 languages available**

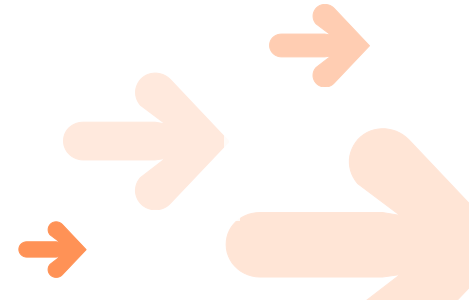




BackupAgent product for Hosters

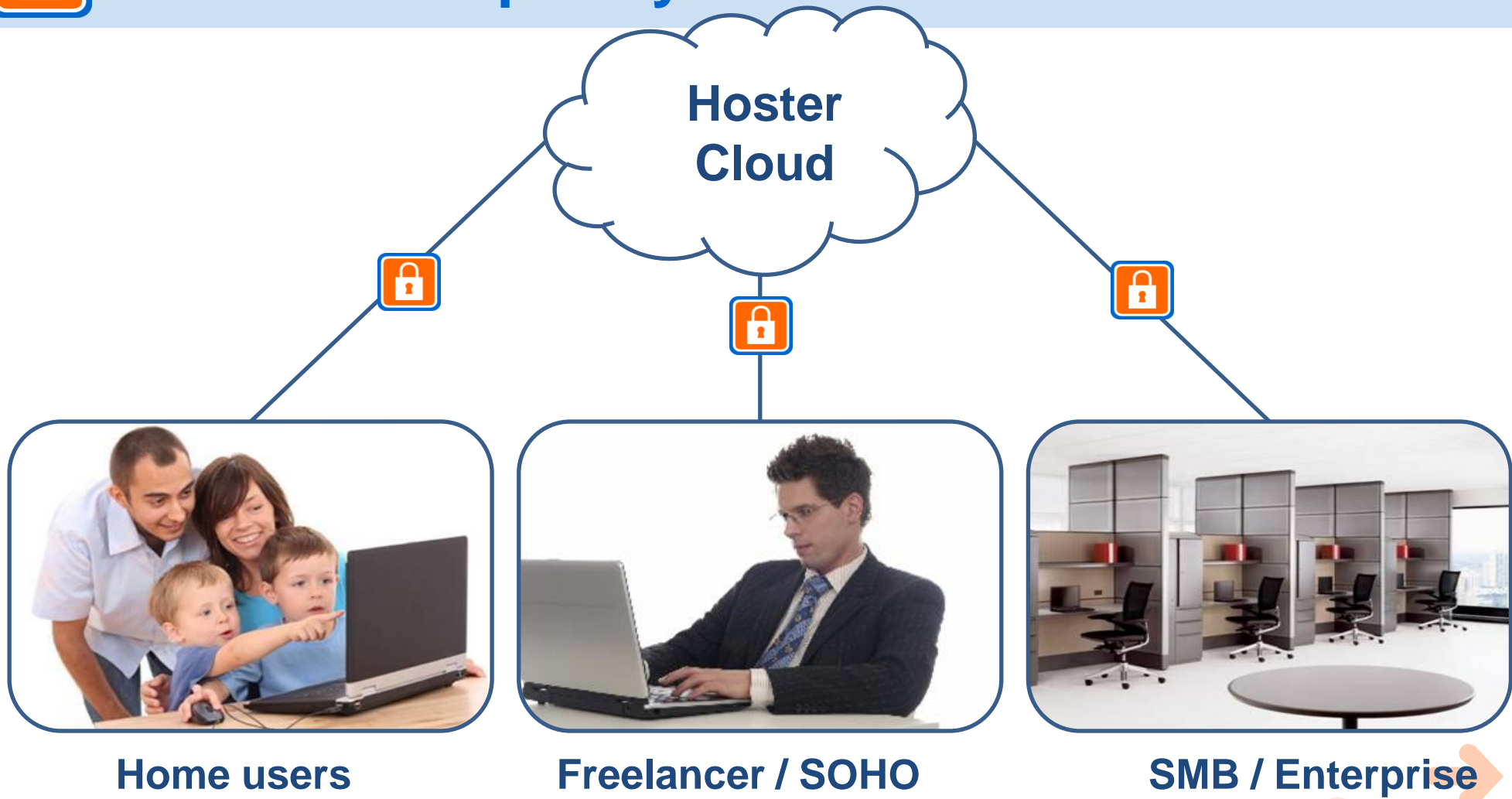
- ▶ **Online backup software platform**
 - ▶ Online Backup Client
 - ▶ Backup Server, deployed in datacenter of the Service Provider
- ▶ **Branded (private label) software**
 - ▶ Name, contact details and logo appear in software
 - ▶ All email communication can be customized
- ▶ **Multi-tenant**
 - ▶ Multiple resellers on 1 system
 - ▶ Multiple private labels on 1 system
- ▶ **Very Scalable**
 - ▶ Up to 1000s users on a single platform
- ▶ **Automatic provisioning**
 - ▶ Microsoft's Active Directory
 - ▶ Parallels Automation

 Parallels®





Cloud Backup for your customer base



Home users

Freelancer / SOHO

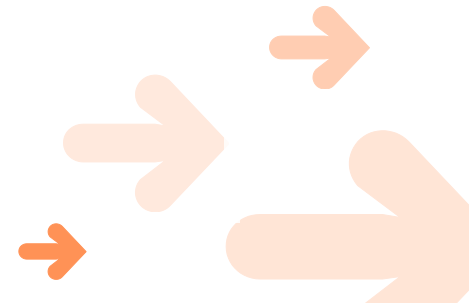
SMB / Enterprise





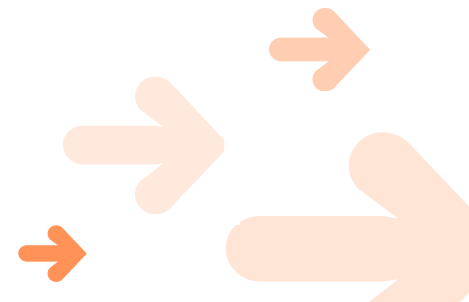
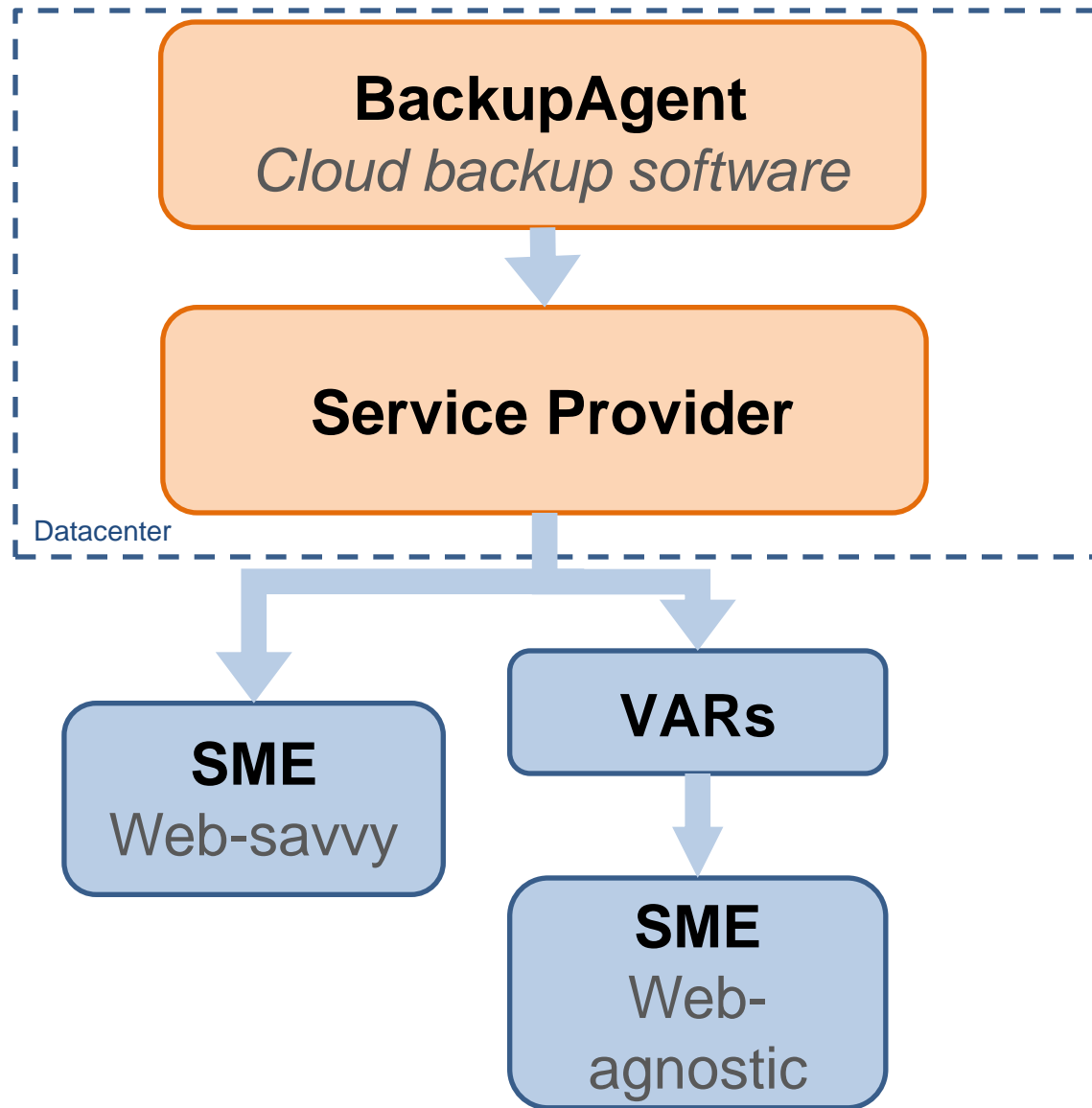
How to be successful with Cloud Backup?

- ▶ **Bundle multiple hosted services**
 - ▶ Combinations can be very attractive for you and the user
- ▶ **Offer trial accounts – try & buy**
 - ▶ Freemium model
 - ▶ Automatic upgrade process
- ▶ **Smart pricing**
 - ▶ Low entry
 - ▶ Make the margins on valued services (e.g. server backup)
- ▶ **Work with Resellers**
 - ▶ They have trust-relationship and advisory role
 - ▶ Private label their offering



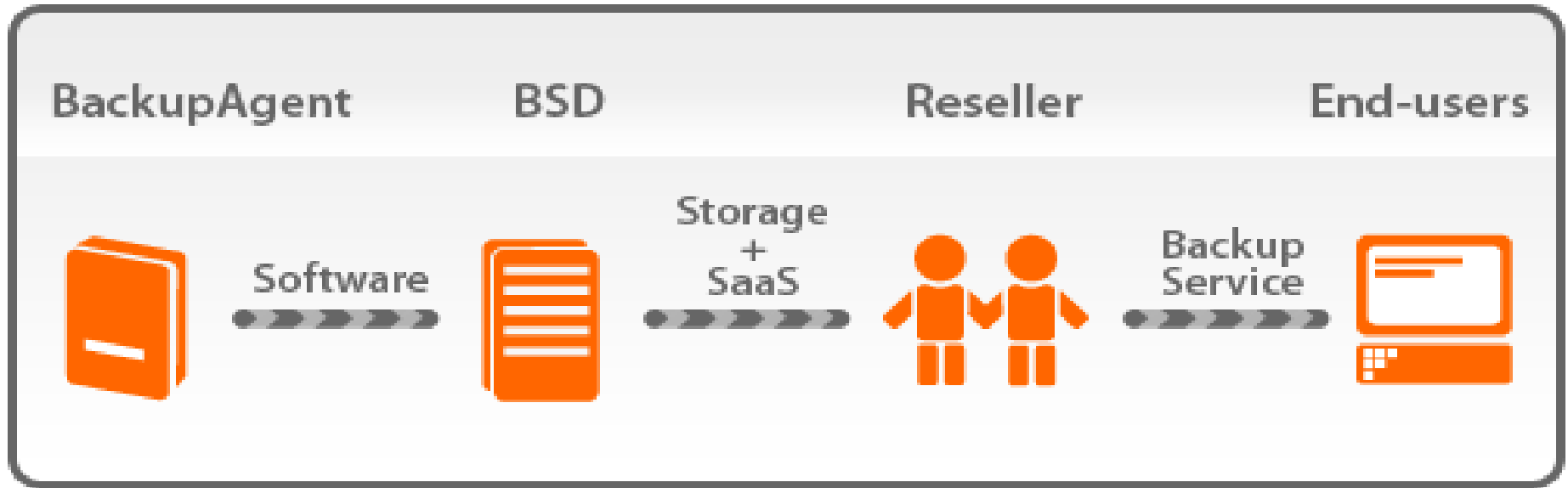


Route-to-market for Cloud Backup





Hosters:Cloud Service Distributors



- R&D
- Distribution Agreement
- Software licensing
- Training
- Support 3rd line

- Hosting
- Provisioning / Billing
- SLA (services)
- Partner Registration
- Support 2nd line

- Customer Agreement
- Customer SLA
- Decide retail price
- Implementation
- Support 1st line

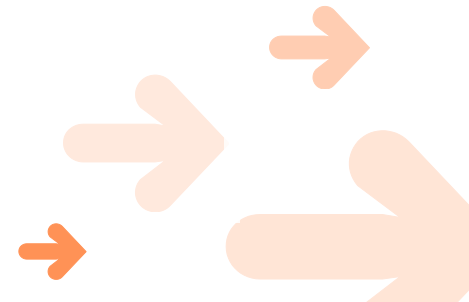
- Purchase Services





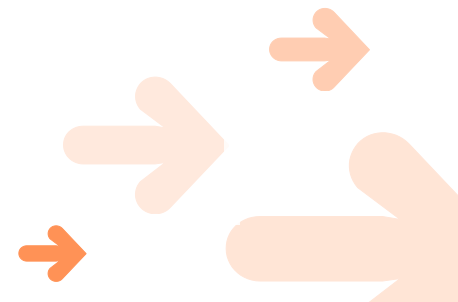
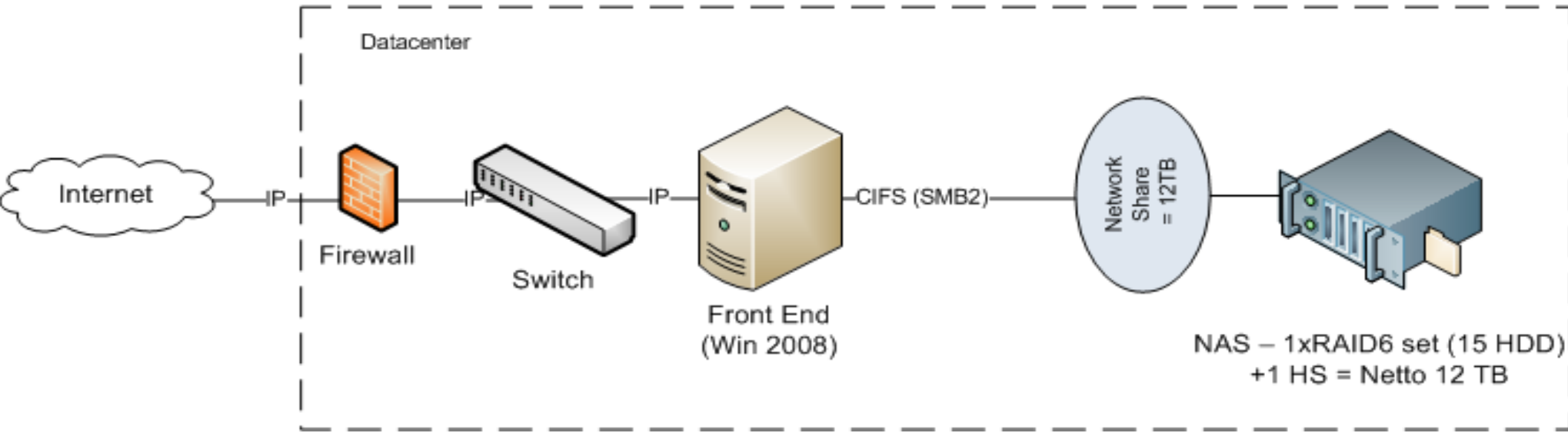
Example subscription plans

- ▶ **Monthly fees**
- ▶ **High margin on storage (oversell)**
- ▶ **Workstation Backup**
 - ▶ Workstation Backup 10 GB: €8.00
 - ▶ Workstation Backup 25 GB: € 15.00
 - ▶ Workstation Backup 50 GB: € 30.00
- ▶ **Server Backup**
 - ▶ Server Backup 25 GB: € 30.00
 - ▶ Server Backup 50 GB: € 60.00
 - ▶ Server Backup 100 GB: € 120.00



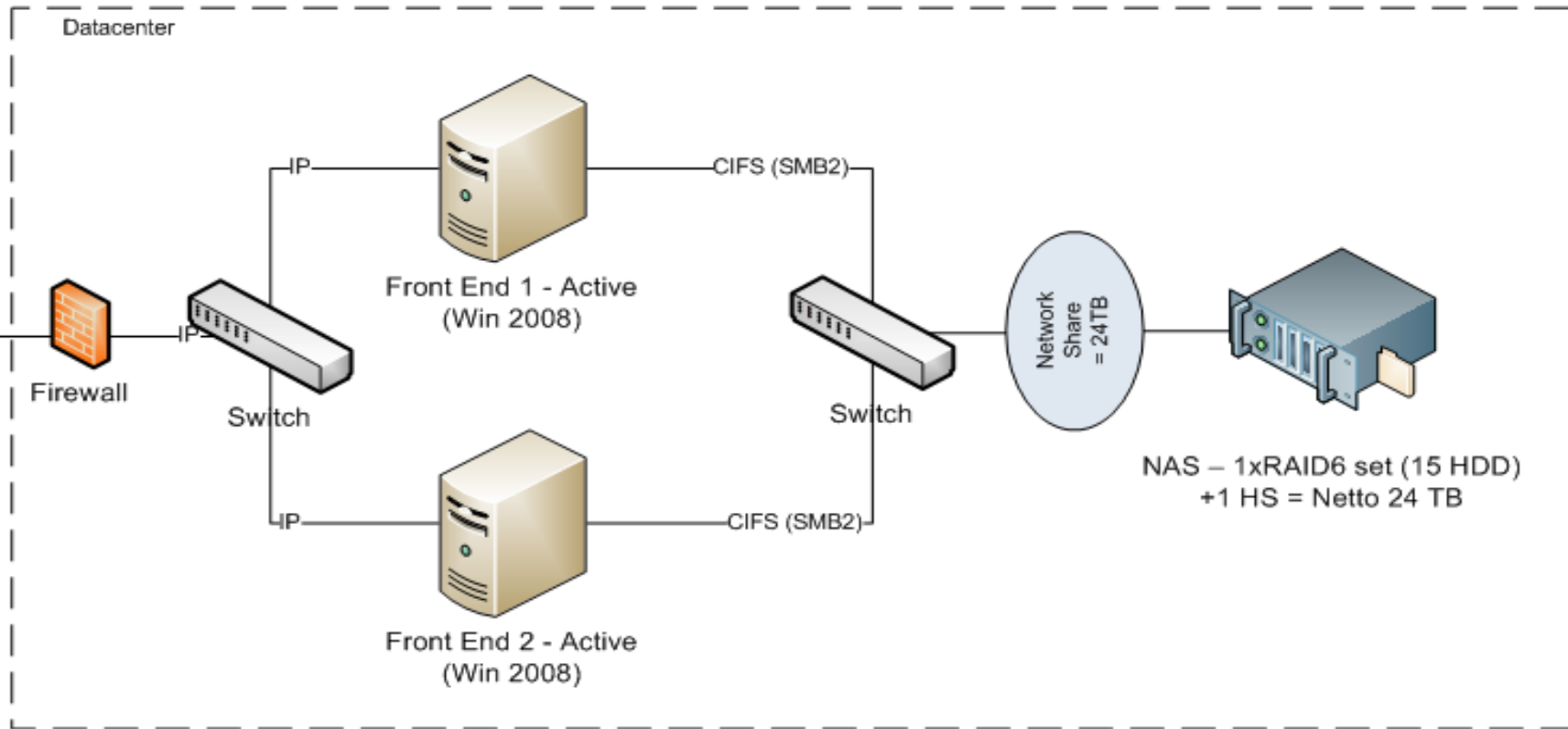


Reference Architecture – Low Availability





Reference Architecture – High Availability





BackupAgent proposition

- ▶ **Proven technology**
 - ▶ Scalable, reliable, stable and secure
 - ▶ Used by leading Telco's, Service Providers and Hosters
- ▶ **Pay-as-you-go pricing model (SPLA)**
 - ▶ No investment required
- ▶ **Collaboration with industry-leading ISVs**
 - ▶ Control Panel Software Vendors
 - ▶ Private Cloud Software Vendors
 - ▶ Public Clouds
- ▶ **6 years of experience in the Cloud Backup industry**





What to do now?

- ▶ Go to: www.backupagent.com
- ▶ Read our Blog: www.backupagent.com/blog
- ▶ Follow us on Twitter: [@backupagent](https://twitter.com/backupagent)
- ▶ Free test of our software
- ▶ Schedule a meeting with us
 - ▶ Video conference
 - ▶ Online demonstration
- ▶ **Please come to us later today to discuss!**

