



**PROFESSIONAL DATA PROTECTION
SIMPLE, FAST AND RELIABLE**

Enterprise Data Protection

NovaBACKUP® DataCenter

A Smarter Solution for Enterprise Data Protection

NovaBACKUP DataCenter sets new standards for corporate data protection. With a simple, cost-effective license model and a unique open architecture, NovaBACKUP DataCenter offers an alternative to popular, high-priced solutions and enables you to reduce the costs of data availability without compromising quality, efficiency, or service.

Trust NovaStor's robust technology for cost-saving and reliable backup.



Benefit from:

- Active clients and passive backup servers
- High speed data movers
- Redundant meta-data architecture
- Asynchronous, central management
- Simple, cost-effective license model
- Supports heterogeneous IT-environments

Your advantage:

- ✓ High speed backup and restore performance
- ✓ Unlimited scalability
- ✓ High flexibility for infrastructure and process integration
- ✓ High availability in daily business operations
- ✓ Minimize total cost of ownership
- ✓ Individual customer relationship
- ✓ Local support in English and German



Liberation From Licensing Schemes.

NovaBACKUP DataCenter is the first Fortune 500 caliber enterprise data management solution to abandon traditional, complicated licensing schemes and use a simple, cost-effective licensing model based solely on the number of clients. No more fees for applications, storage, virtualization, central management, or anything else that we feel should come standard with a backup solution. You don't pay extra for utensils at a restaurant, why should you pay extra for encryption with your backup solution?

"By partnering with NovaStor, we will save hundreds of thousands of dollars. The new opportunities gained will be worth millions."

**Travis Carter,
Co-Founder and VP Technology at US Internet**

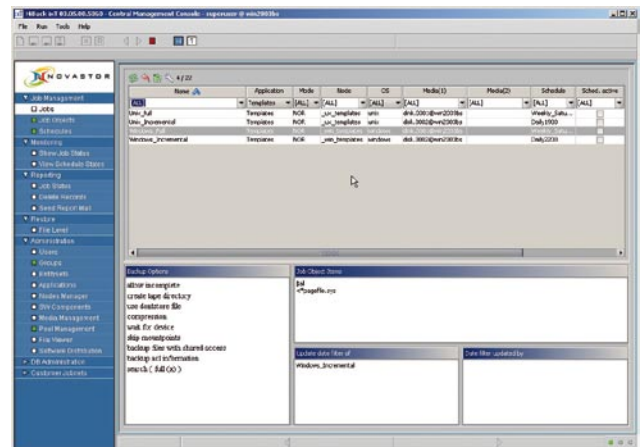
Simpler Is Smarter.

Our redesigned license model not only simplifies things for your accounting and IT departments, it drastically reduces the amount of money you spend on data management. An enterprise that uses NovaBACKUP DataCenter over similar solutions from competitors could save as much as 75%. That's right, seventy-five percent. Now more than ever it is important for businesses

to be smart with their budgets. Imagine what you could do with 75% of the money you might be spending on a popular, high priced backup solution.

Cut Costs, Not Quality.

NovaStor has been developing data protection software for over two decades. The reason we've outlasted so many others is because we only sell products that are efficient, reliable and are able to perform at the highest level. When it comes to key performance measures like speed, reliability, and service, NovaBACKUP DataCenter performs as well or better than any competitive enterprise backup solution on the market and meets the IT standards of Fortune 500 companies.



Asynchronous central management gives you total control when you need it most

Compatibility

NovaBACKUP DataCenter supports a wide range of operating systems, databases and storage systems. Your price includes interfaces for SQL servers, Oracle, DB2, Informix, etc. as well as full support for the operating systems, infrastructures and storage devices listed.

OPERATING SYSTEMS

- all common UNIX Systems (HP/UX, Solaris, AIX...)
- Linux (Kernel 2.4 and 2.6), Linux S390
- Windows 32 Bit / 64 Bit
- Netware (Client)

INFRASTRUCTURES

- SAN Infrastructures
- Backup and management via WAN
- LANless / Serverless Backup
- NDMP support

Ready To Save Big and Boost Efficiency?

If you're ready to explore NovaBACKUP DataCenter in detail and find out how it will benefit your company, you can:

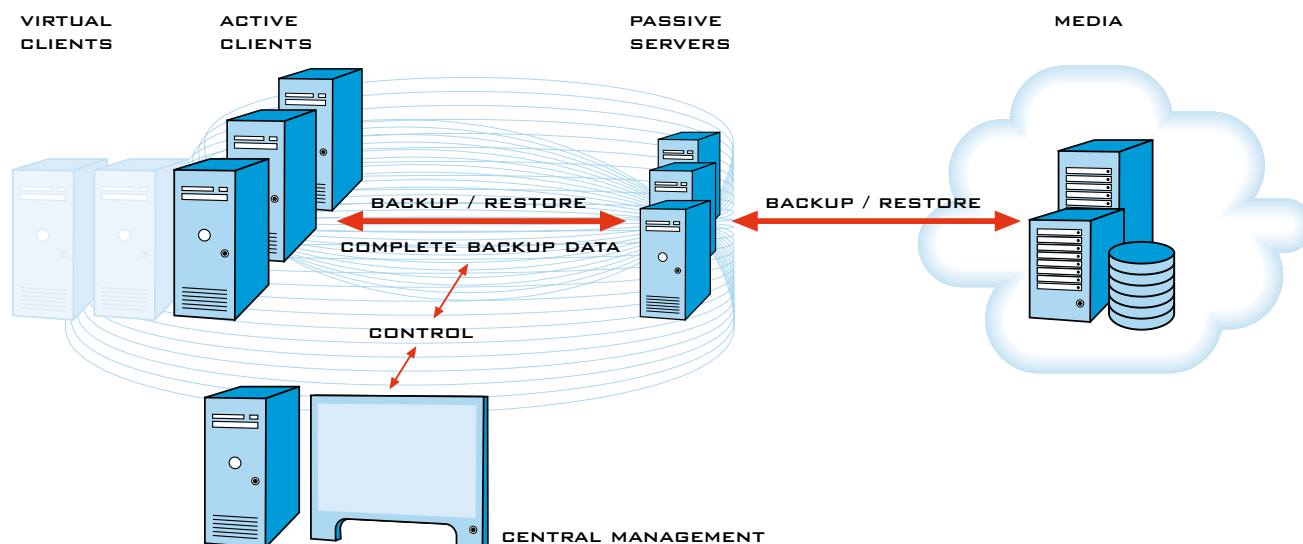
email us at: enterprise-team@novastor.com

or call us at: +49 40 638 09 0.

A NovaBACKUP DataCenter advisor will be glad to assess your data protection needs and show you all the specific benefits you can expect to see from NovaBACKUP DataCenter. If you'd like to know more about the technical specifications of NovaBACKUP DataCenter, please see the last page of this document.

KEY FEATURES/ PERFORMANCE SPECS

- Backup/Restore speeds up to 400mb/sec
- Asynchronous Central Management
- Easy, Unlimited Scalability
- Open Architecture to optimize reliability/efficiency
- All Included Pricing. No More Add Ons!



NovaBACKUP DataCenter's architecture is designed to streamline the data storage process to maximize efficiency and reliability.

Please contact us for systems not listed below.

APPLICATIONS / DATABASES

- all common databases (MS SQL, Oracle, Informix, DB2, MaxDB, MySQL...)
- MS-Exchange
- Lotus Notes / Domino Server
- SAP R/3
- VMware Consolidated Backup

STORAGE DEVICES

- all tape drives supported by the operating system (LTO, DLT, T10000...)
- Disk systems (Disk2Disk2Tape Backup)
- all Library systems
- Virtual Tape Libraries
- Deduplication Appliances

NovaBACKUP DataCenter – Features for Enterprise Data Protection

Fewer errors, fewer interruptions ... less time spent ensuring data availability

System Reliability	Fault tolerant architecture ensures high data availability: NovaBACKUP DataCenter's modular architecture protects all important components by using redundant backup strategies. Restores can be carried out on a client, even if individual components have failed.
Robust Communication	Improved data availability: Backups and restores are possible even if the central database is not available. Simple administration of backup processes from one central management console, even across distributed locations (using WAN).
Support of failover media pools	Less manual intervention, better availability: If a storage medium, local drive or backup server is not available, backups are automatically sent to alternative storage media.
Cluster Support	Less downtime: Support of cluster configuration ensures optimal availability of productive applications.
ATAP Restore	Any Time Any Place Restores: A direct restore is possible offline on the client using only the backup medium and a drive. No central database is required.

High flexibility, better planning ... more alternatives for safe data

Disk 2 Disk	Efficient use of storage: Fast, parallel backups and restores to and from inexpensive disk systems.
Disk 2 Disk 2 Tape	Time saving and efficient: Backing up data to a disk staging area before moving the information to tape enables fast backups and restores – without re-staging. Replaces and spares investments for virtual tape libraries.
File System, Raw, Image and Pipe Backup	Unlimited flexibility: NovaBACKUP DataCenter supports the backup method best suited for protecting individual files, whole disk partitions or applications.
Virtual Systems	Optimal use of resources: Flexible Support of physical and virtual server environments without confinements to particular manufacturers.
Logical Cloning	Cost efficient protection if individual backups are lost: Single selected backups can be logically copied to different backup servers and locations.
Synthetic Backups / Incremental Forever	Faster backup, reduced data volumes: Several incremental backups can be used to create a synthetic full backup.
Accounting	Integrated accounting functionality to allow invoicing for data availability as a service: All relevant data is captured and logged. Accounting IDs can be assigned when individual backups are set up for easy and clear allocation of resources.

Better performance, fewer resources ... reduced costs for data availability

High Performance Data Movers	Minimized system load: Optimized data compression distributes system load on the clients and the backup servers.
LAN-less / Serverless Backups	Faster backups and restores: The client writes directly to the storage media – without going to a backup server. This increases the backup speed and avoids unnecessary network traffic.
Multiplexer	Optimal use of the fastest tape drive: Powerful and efficient data multiplexer can write up to 128 parallel data streams to one drive. And a parallel restore is possible as well.
Dynamic Tape Drive Sharing	Efficient storage use: Clients and servers can optionally use a shared pool of tape drives thus optimizing the resource usage.
NDMP Support	Storage consolidation: Backup and restore windows are minimized and libraries used efficiently due to client connections via Network Data Management Protocol (NDMP).
Inline Cloning	Low cost protection in case of loss of individual backups: Data can be written to two or more mirrored tape drives in parallel, even on separate backup servers in different geographical locations.



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