

Introducing

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# Backup with the Cloud Solutions

## About Ahsay

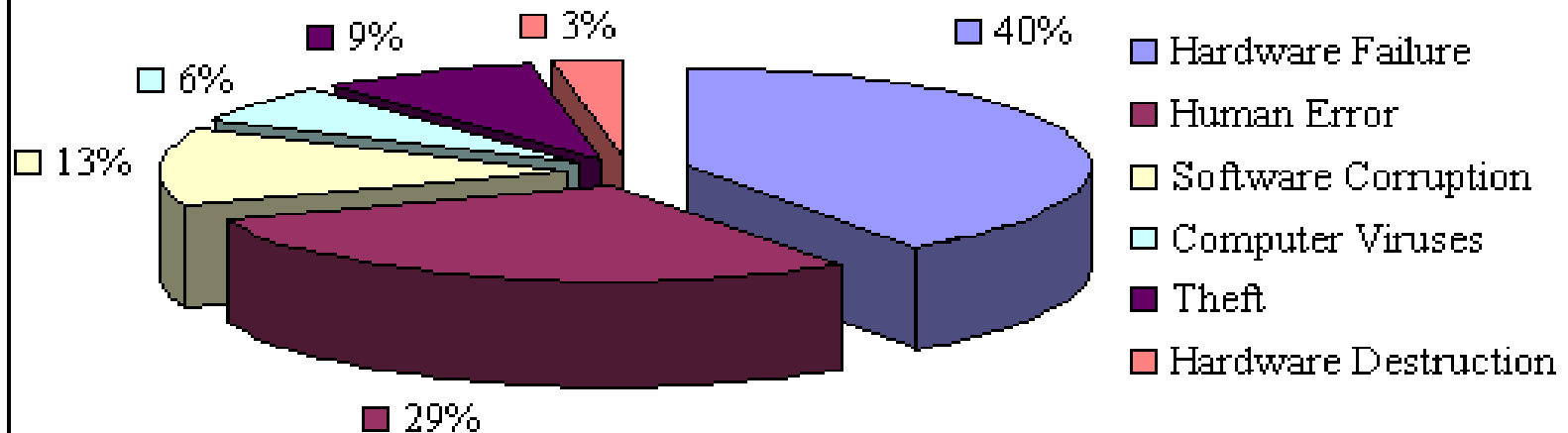
### Proven history of success

- ✔ Founded in 1999
- ✔ Single focus : Developing business backup solution
- ✔ Based in Hong Kong
- ✔ Number of staff : 90
- ✔ Number of partners : 8,300
- ✔ Number of installation : > 5,000, 000 (worldwide)



## Common Reasons for Data Loss

**Figure 1: Causes of Data Loss**



**Source:** Author's estimates based on data from Safeware, The Insurance Agency, Inc., "2000 Safeware Loss Study," 2001; and ONTRACK Data International, Inc., "Understanding Data Loss," 2003.

# Market News

## Market News



### Clarkston Community School District Switched From Tape to Disk

This is a Press Release edited by StorageNewsletter.com on Fri, December 26th, 2008  
<http://www.storagenewsletter.com/news/business/revinetix-clarkston-community-school-district>

***"If there was a data loss catastrophe, there was no way I could be confident we could recover from it," said Angela Harrison, CNE, MCP, network administrator at Clarkston Community School District. "If something happens and the data is gone, it is on me -- if I can't get it back, it is on me. We needed a dramatic change to a system that we could count on."***



### 60% of Organizations Reported Data Loss With Oracle

Survey conducted by Kroll Ontrack <http://www.storagenewsletter.com/news/marketreport/data-loss-oracle-kroll-ontrack>  
Six in 10 organizations reported experiencing at least one data loss from its Oracle business system, and 18 percent have had more than five losses in the past two years



### US Second Largest Public School District using Cloud Service on DR / Continuous Data Protection (Los Angeles Unified School District - LAUSD)

<http://www.storagenewsletter.com/news/customer/lausd-twinstrata>  
This is a Press Release edited by StorageNewsletter.com on Thu, December 15th, 2011  
**"\$283,000 savings over the next 5 years"**



### Securing Storage of UK Schools, Urgent Issue

This is a Press Release edited by StorageNewsletter.com on Wed, March 7th, 2012  
<http://www.storagenewsletter.com/news/marketreport/attix5-securing-storage-uk-schools>

***"The fact that the tape has to travel to and from the storage location is one problem. I've also seen situations where, for data recovery purposes, the incorrect tape has been sent back to the wrong client, meaning the data has fallen into the wrong hands."***

## Market News

### 500 Million Personal Cloud Storage Subscriptions in 2012

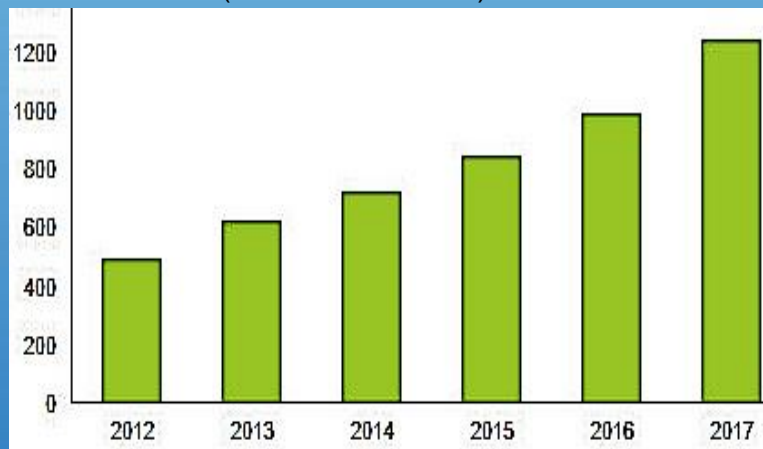
Up from less than 300 million in 2011, according to IHS iSuppli Sep 6, 2012

Consumer subscriptions to cloud-based storage services are experiencing booming growth, with the global total rising to 500 million this year, spurring companies of all sizes and descriptions to enter the market.

A total of **500** million personal cloud storage subscriptions are expected this year, up from less than **300** million in 2011, according to insights from the *IHS iSuppli Mobile and Wireless Communications Service* at information and analytics provider **IHS**. The subscriptions are **expected to jump to 625 million next year, a solid increase of 25%**, with uninterrupted double-digit growth anticipated to follow until at least **2017**. During that year, subscriptions to cloud storage are projected to hit **1.3 billion**.

### WW Forecast of Personal Cloud Storage Subscription

(in million of users)



Year	Millions of users
2012	500
2013	625
2014	730
2015	850
2016	1,000
2017	1,250

<http://www.isuppli.com/Mobile-and-Wireless-Communications/News/Pages/Subscriptions-to-Cloud-Storage-Services-to-Reach-Half-Billion-Level-This-Year.aspx>

## Market News

### IT Cloud Services Spending From \$40 Billion in 2012 to \$100 Billion in 2016

This is a Press Release edited by StorageNewsletter.com on Fri, September 21st, 2012 IDC forecasts.

Over the 2012-2016 forecast period, public IT cloud services will enjoy a **CAGR of 26.4%, five times that of the IT industry overall**, as companies accelerate their shift to the cloud services model for IT consumption.

.....**basic storage** and platform as a service, **will show faster growth**.....

the United States will remain the largest public cloud services market, followed by Western Europe and **AsiaPac** (excluding Japan)

<http://www.storagenewsletter.com/news/marketreport/idc-it-cloud-services-spending>

## Market News

### WW Cloud Services to Surpass \$109 Billion in 2012

This is a Press Release edited by StorageNewsletter.com on on,September 24th, 2012  
Gartner says.

*"The total public cloud services market size in **2011 was \$91.4 billion**, and it will grow to **\$206.6 billion in 2016**. As the market grows, IaaS will become a larger part of the overall market, while the market share of cloud management and security services will grow as well,"*

Although North America is the largest region and is expected to produce the largest absolute increase in market size, Gartner expects the highest regional growth rates in emerging **Asia/Pacific** (including India and Indonesia), greater China.....

<http://www.storagenewsletter.com/news/marketreport/gartner-ww-cloud-services>



# Common Backup Method

## Tape Backup

# Tape backup is not good enough because:



Legacy tape backup system

- Cannot fulfill short RPO and fast RTO
- Prone to human and mechanical errors
- High failure rate on restoration when using multiple tapes
- Need to have tape loader and backup program at DR site
- Sequential access of backup data makes restoration not flexible
- Lack of routine data integrity checking
- Costly for off-site storage
- No feasible for backing up desktop / laptop computers
- Not easy to use and manage for non-IT staffs
- High total cost of ownership

## Traditional Backup Methods



External Hard-drive



CDR



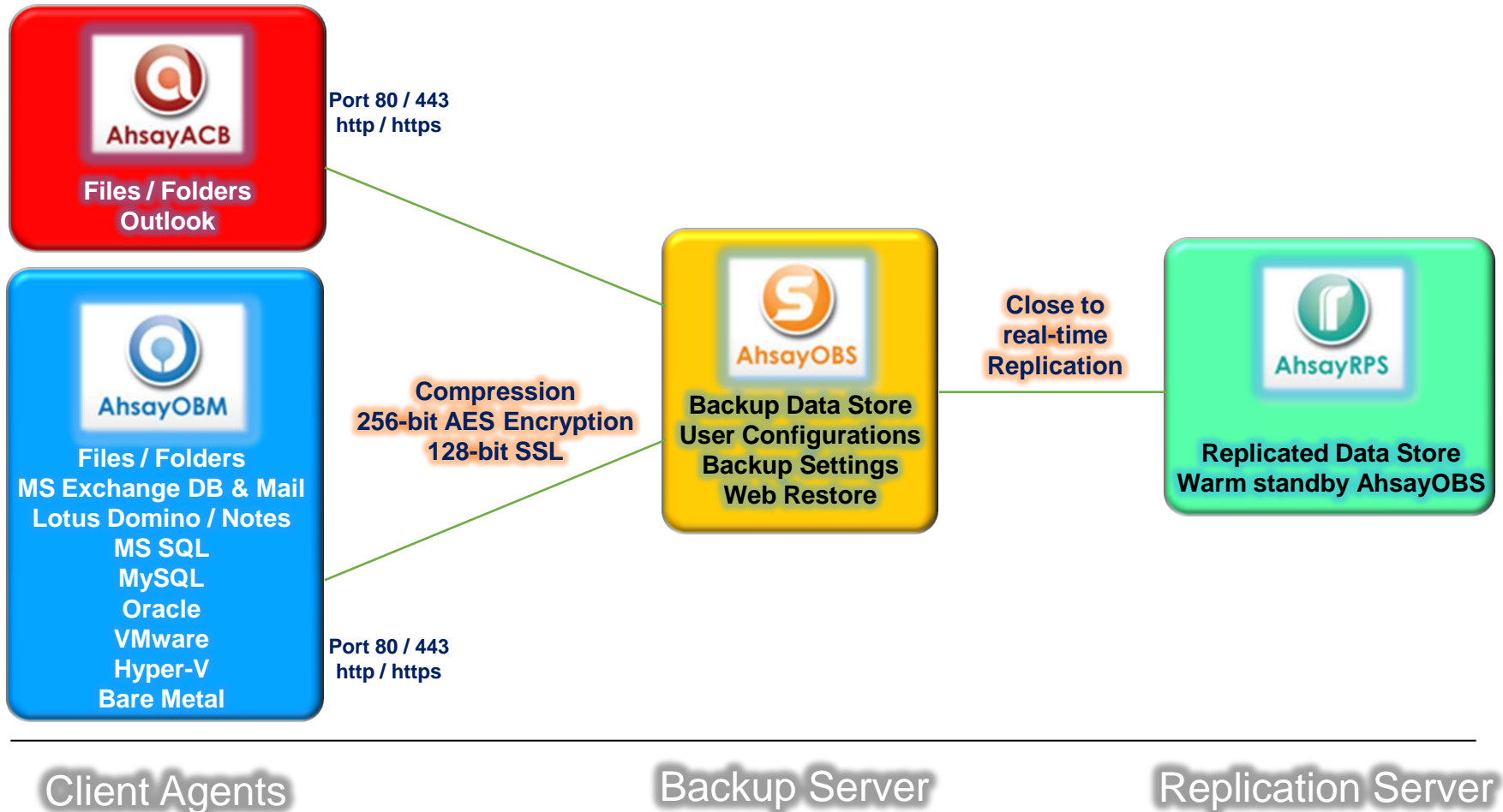
USB Flash Drive

# These backup methods are not good enough because:

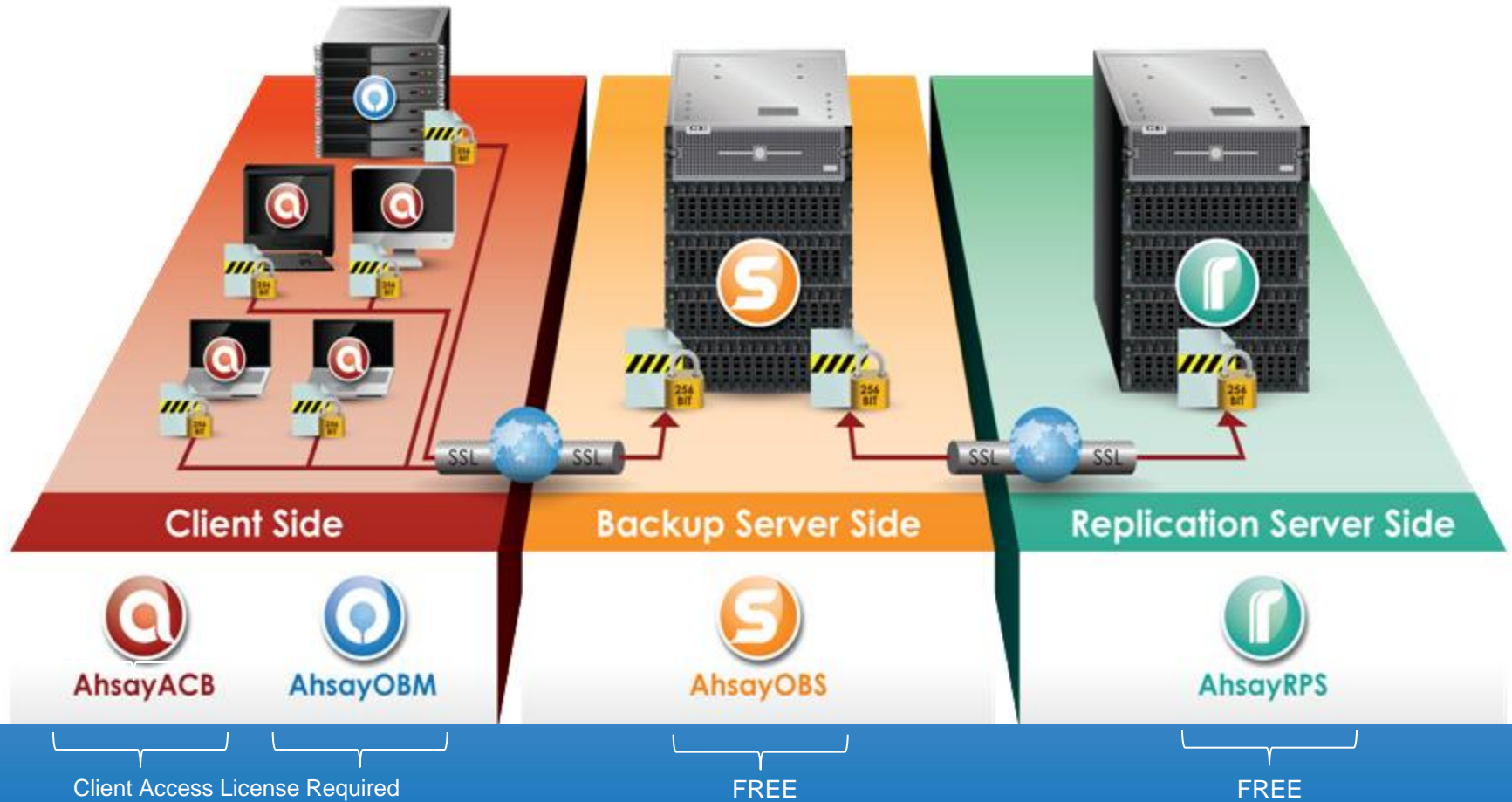
- Need human operation, thus prone to human errors
- Local backup only, thus prone to local disasters
- Time consuming
- Bad versioning control
- Lack of backup data integrity checking
- Lack of reporting

# Business Models

## Ahsay's Basic Architecture



# Ahsay Backup Software (On-Site & Off-site Protection)



## 3 Killer Features

## VM Ware / Hyper-V Backup

- The ONLY solution on the market that supports **VMware ESXi FREE version**
- Support VMware ESX, ESXi, Server, Workstation, Fusion, Player as well as Microsoft Hyper-V cluster
- **Restore whole backed up virtual machine images to the host**
- Restore selected components, e.g. VMDK, for manual restoration
- Allow both on-site and off-site backup





## In-File Delta Incremental Backup

- Backup the **changed blocks** within a file after initial full backup
- **Reduce** the required **backup time** significantly
- **Keep** the changed **versions**

Date	Incremental	Storage Space (GB)
DAY 1	Seed Load	(Full) 500
DAY 2	Upload	(Full) 500 + (Delta-1) 5 Total = 505
DAY 3	Upload	(Full) 500 + (Delta-1) 5 + (Delta-2) 5 Total = 510
DAY 4	Upload	(Full) 500 + (Delta-1) 5 + (Delta-1) 5 + (Delta-1) 5 Total = 515

## CRC Integrity Checking

- **Verify** the integrity of the **backed up data automatically**
- **Ensure 100%** restorability
- Dual protection of the backed up data

**S Offsite Backup Server**

Manage System | Manage Log | Manage User | Manage Group Policy | Manage System User Administrator's Guide | Select Language

Server Configuration | **Routine Job** | Software License | Replication Config | Other Options Logout

<b>Trial User Reminder</b>	: <input checked="" type="radio"/> Enable <input type="radio"/> Disable	when [Storage/Quota] > 90% Daily at 09 : 50 (HH:MM) Remind user 25 days after registration
<b>System Report</b>		
<b>Usage Report</b>	: <input checked="" type="radio"/> Enable <input type="radio"/> Disable	Daily at 09 : 55 (HH:MM)
<b>Error Report</b>	: <input checked="" type="radio"/> Enable <input type="radio"/> Disable	Daily at 09 : 15 (HH:MM)
<b>Replication Error Report</b>	: <input checked="" type="radio"/> Enable <input type="radio"/> Disable	Daily at 00 : 00 (HH:MM)
<b>System Job</b>		
<b>Inactive User Removal</b>	: <input checked="" type="radio"/> Enable <input type="radio"/> Disable	Daily at 09 : 35 (HH:MM)
<b>Retention Policy Job</b>	: <input checked="" type="radio"/> Enable <input type="radio"/> Disable	Daily at 09 : 40 (HH:MM)
<b>Rebuild User Storage</b>	: <input checked="" type="radio"/> Enable <input type="radio"/> Disable	Every Sun at 09 : 30 (HH:MM)
<b>System Log Removal</b>	: <input checked="" type="radio"/> Enable <input type="radio"/> Disable	Daily at 09 : 45 (HH:MM) Keep Logs for 365 Days
<b>Debug Log Removal</b>	: <input checked="" type="radio"/> Enable <input type="radio"/> Disable	Daily at 09 : 10 (HH:MM) Keep Logs for 60 Days
<b>Cyclic Redundancy Check (CRC) Checking</b>	: <input checked="" type="radio"/> Enable <input type="radio"/> Disable	Monthly at 00 : 00 (HH:MM) At the 2nd and 4th Saturdays of every month <input type="checkbox"/> Force to check all backup files

Update Reset

# Successful case

## Successful case (2)

AHSAI™



EXIT 米蘭站  
Milan Station

文：Grace 攝：Peter 資料由客戶提供

### 善用 Ahsay 備份方案 確保業務持續拓展

**備** 受城中 OL 及靚太們追捧的二手名牌手袋天堂米蘭站，於短短十年間已在香港開設超過十間分店，並已經成功進軍澳門和國內市場，為確保業務得以繼續發展，管理層在研究多個方案後，決定採用 Ahsay 的備份方案以保障公司的重要業務數據不會遺失。

米蘭站的 IT 部門經理 Kenneth Poon 表示：「米蘭站的業務得以快速發展，全賴我們的中央電腦行銷系統，幫助市場推廣團隊發送最新的貨品資訊給我們在大中華區的會員，電腦系統每天處理過大量交易資料，絕不能有任何意外，否則一定嚴重影響業務。我們研究了多個不同公司的方案，最終選擇了 Ahsay，因為他們無論在產品、服務以及收費方面，均比其他方案更可取。」

#### 磁帶備份欠缺成本效益

Kenneth 表示：「起初，我們使用傳統的磁帶為電腦作備份，因為公司的分店在短時間內大幅增加，而電腦處理的交易亦同步上升，導致公司舊有的數據備份方法無法配合業務的發展。磁帶的最大缺點是還原失敗率高，我們曾經試過多次在需要還原時，才得知無法成功還原檔案，令我們遺失重要的業務資料。而且我們的業務開始衝出香港，拓展至澳門及內地，令集中備份各地的電腦資料的工作變得相當困難。加上以磁帶備份的開支（包括更換磁帶、管理、運輸、存放等）相當昂貴，缺乏成本效益。」

#### 跨地域集中備份 易於管理

Kenneth 透露：「我們希望採用硬碟對硬碟（Disk to Disk）的備份方案以取代磁帶，因為這技術已經成為備份的新標準，而 Ahsay 正正是採用這技術，每次備份均有完整性測試，還原成功率極高，直接解決我們之前以磁帶備份的缺點。另一項對我們極重要的功能透過互聯網進行跨地域集中備份，將分散於各地分公司的數據，集中備份到設於我們公司總部的中央備份伺服器，對我們 IT 部門在備份管理上幫到很大的忙。另外，Ahsay 更提供了雲端數據保險庫的異地複製服務，將我們備份伺服器的數據接近平時地複製到 Ahsay 的數據中心作儲存，為我們的資料作雙重保障，使我們無需將磁帶運送到異地作儲存，大大節省了相關成本，節省出來的 IT 人手可以為公司做更多與業務發展相關的工作，一舉兩得。」

#### 貼身客戶支援 等同增添 IT 人手

另一個促使米蘭站選用 Ahsay 備份方案的原因，是 Ahsay 的售前和售後支援。Kenneth 表示：「Ahsay 是我們測試過的數個方案中，售前和售後服務最貼身的服務商。在我們購買 Ahsay 的產品之前，Ahsay 的工程師會對我們公司的 IT 基礎設施作出徹底的分析，然後為我們度身訂造幾個解決方案；售後更派專人到我們公司安裝、設定所有軟件及硬件，兩日內已經可以用新系統開始備份，非常有效。他們更提供上門系統及應用程式還原服務，如果我們的電腦遇到任何意外令數據遺失，Ahsay 的工程師可以幫助我們在最短的時間內還原操作系統及恢復所有應用程式。」Kenneth 表示公司的同事都很滿意 Ahsay 的備份方案和服務，他更推薦了 Ahsay 給其他做 IT 的朋友。



#### Ahsay 免費備份講座

如讀者想了解更多關於如何保護公司數據的資料，不妨參加 Ahsay 舉辦的備份講座，詳情可瀏覽 [www.ahsay.com/seminar](http://www.ahsay.com/seminar) 網頁或致電 3580 6965 查詢。

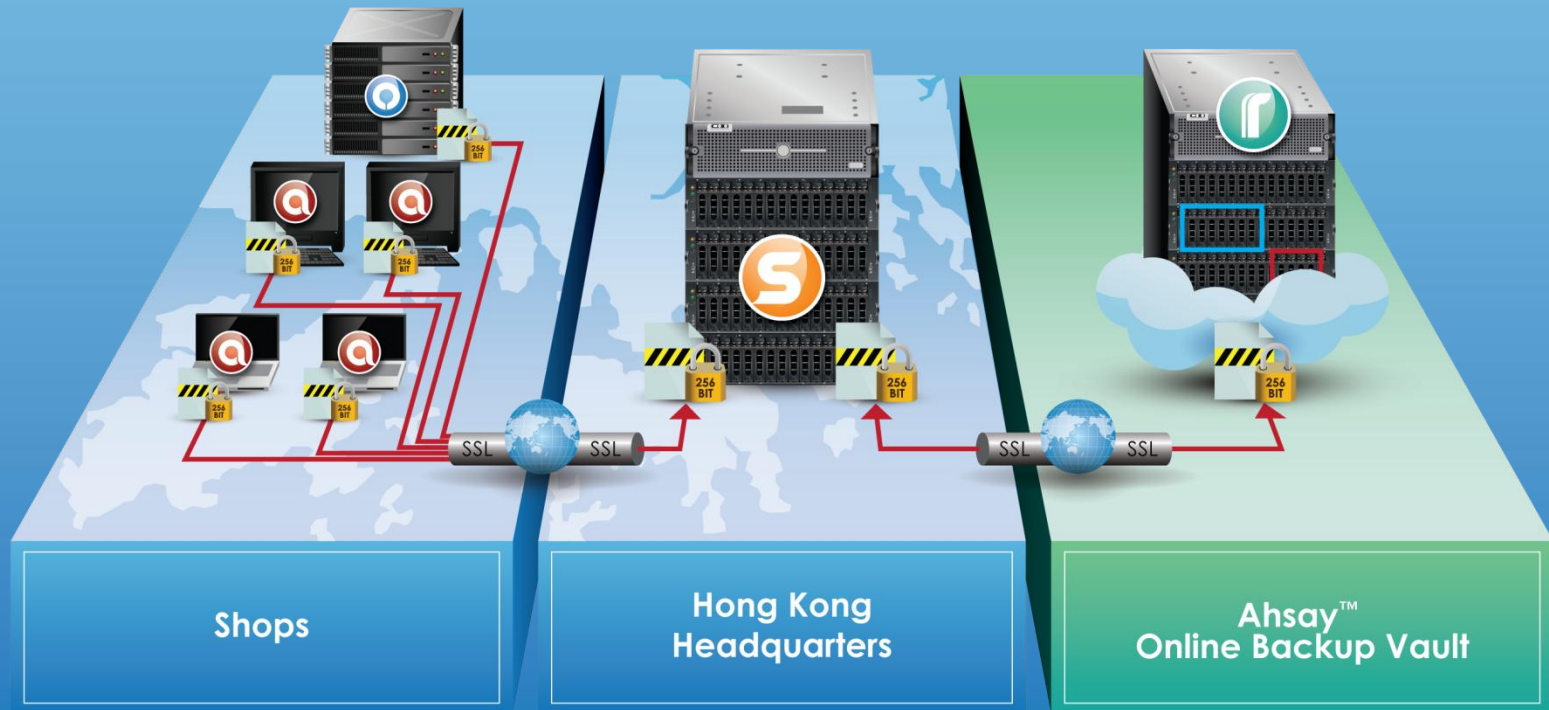


米蘭站 IT 部門經理 Kenneth Poon 選擇以 Ahsay 備份方案保障公司業務數據。

## Successful case (2)

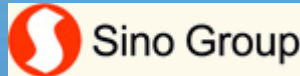
### Milan Station ( Hong Kong ) Limited

- Using Ahsay BackupBox to back up all computers located in shops
- Using Ahsay Online Backup Vault as the off-site replication server for additional protection

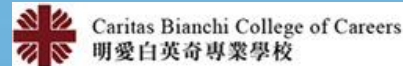


# High Penetration

## Businesses



## Education



Carmel Pak U Secondary School



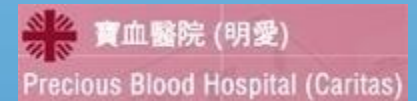
Hong Chi Morningjoy School



SKH Tsoi Kung Po Sec. School



## Hospitals/NGOs



Thank you !

