



“Announcing... an **affordable** and **simple** backup software solution designed specifically for small and medium sized organizations!”

BackupAssist™ is the world's first backup software solution that addresses the specific needs of small businesses. With the right mixture of value, features and functionality, it enables small businesses to set up a reliable backup strategy in minutes, and enjoy the reassurance of secure data protection.

7 Reasons why BackupAssist™ is the ideal solution for small business:

1. Easy to set up, and use. Save time, avoid frustration

BackupAssist™ is designed for ease of use by non-technical users. We perform the “hard work” usually associated with setting up backups, so you experience a convenient, yet powerful graphical user interface.

The Configuration Wizard (shown on the right) makes it easy to install and use (see below). And after the initial setup, there's no extra maintenance that you have to do! It's truly hassle free so you don't waste time writing and testing batch scripts.

2. Implement a reliable strategy “out of the box”

A reliable tape backup strategy allows you to restore data from different points in history. This is done through a *media rotation scheme*, and for the new user, it can be complex to implement.

BackupAssist™ implements your choice of media rotation scheme, at the click of a button! You enjoy the security and reliability without going through the learning curve.



3. Monitor the backup process so you're in control

Just like a second hand parachute, conventional scripts and scheduled tasks leave businesses vulnerable. You simply don't know that a backup has failed in the past until you try to restore — and by then it's too late!

BackupAssist™ overcomes this by monitoring and verifying the backup process, emailing the backup result logs to your administrator. This gives you back control and confidence so if a backup fails, you're informed and can take appropriate action.

Online Education Centre

If you're new to backups, this resource is for you. We've created an online education centre with easy to understand information and video demonstrations to get you started quickly.

4. Simple instructions so you can't go wrong!

Of course, a backup strategy is only worthwhile if it's followed. BackupAssist™ ensures this by emailing simple instructions to your office administrator or secretary. When action is required (usually daily), an email is sent, clearly stating which tape or disc to put in the drive.

This minimizes the possibility of human error, so you know with confidence that your data is protected.

5. Integrates with Microsoft's Windows Backup Facilities

Because BackupAssist employs Microsoft's backup technology, you can be confident in quality of the backups. This core technology comes standard with Windows, so your backups can be restored on any Windows machine, even if BackupAssist is not installed there! You are not locked into the proprietary formats of other software vendors.

6. Competitively Priced

As a bonus, because we use the existing infrastructure provided in Windows, not re-engineering the wheel. We pass this benefit onto you in the form of cost savings. BackupAssist™ is priced very competitively in the marketplace, meaning that you save money without sacrificing quality.

7. Available for download today!

Best of all, BackupAssist™ is available for an immediate purchase or trial. During this time, you can:

- See how easy BackupAssist™ is to use and set up
- Let your office administrator manage the backups, and delegate that responsibility with confidence
- Monitor the results of your backups with no extra effort!

Download and protect your data today!

To take advantage of all these benefits, visit our website at www.BackupAssist.com and download your free 30 day trial. You'll experience the peace of mind that comes with knowing that your data is safe.

Technical specifications at a glance...

Feature	Windows NT®	Windows® 2000	Windows® XP / 2003 Server
Backup to tape drive	✓	✓	✓
Backup to file, hard drive, REV™, NAS, CD / DVD ¹		✓	✓
Backup your local files and data	✓	✓	✓
Backup network files and data	✓	✓	✓
Backup Microsoft® Exchange Server	✓	✓	✓
Backup Microsoft® SQL Server ²	✓	✓	✓
Open File Backup Support ³	Basic	Basic	Full

- Backup Engine: Microsoft Windows Backup (NTBackup)
 - Backup report notification via email or printer
 - Maximum number of backup jobs: unlimited
 - Advanced features: custom scheduling, custom pre-backup and post-backup scripts, backup report archiving, reminders to perform maintenance tasks
1. CD / DVD support provided by packet writing software bundled with CD / DVD drive
 2. SQL Server backup provided by optional add-on module
 3. Refer to the Open Files White Paper for more details (available from www.BackupAssist.com)

What does the rest of the world say about BackupAssist?

We needed a system that not only was foolproof – we had to be able to “set it and, forget it.” It also had to send us a message when it backed up successfully or when it did not back up successfully. It had to have the ability to tell us what files were giving us problems on backup. And – as an added treat, it had to remind us to “put in the tape.” Your product delivered in spades.

Fabulous product, excellent price, good followup.

Graham A. Wells – Graham Wells Law Firm – Canada



We have a number of smaller clients that have only one or maybe two servers. Neither we, nor they, could justify the cost of software like [competitor's product] for their organization. BackupAssist has all we need for these types of clients, and the tape rotation system is a breeze to configure.

David Bonorchis, indigoIT LLC, Virginia, USA



We are a small (and growing) business using SBS 2000 to manage our file services and exchange email. Having spent some considerable hours setting up automated backups a few months earlier, I know how unnecessarily painful this process can be. When I had to do it for the 2nd time, I looked for an alternative, and BackupAssist was my choice. BackupAssist takes all of that pain away and sorts out the MS Exchange open files problem in a few simple steps. Excellent.

Martin Beake, 2Sys Ltd, UK



I purchased BackupAssist because it is so easy to use and it simply works! What appealed to me most was its ability to backup SQL server. I think BackupAssist is a great product. Keep up your good work!

Minh Tran, Hummingbird Australia Pty. Ltd., Australia



This software is extremely good value for your money, with features that you would pay hundreds of dollars for if you were to purchase one of the so called “big players”. The user interface is VERY user friendly and it is a matter of set it and forget it (well almost you still need to check the logs). Thanks for a well-designed product; I have already started to tell others about it.

Craig McInnes, Equip - Whangarei City Elim Church Trust, New Zealand



BackupAssist makes Windows Backup a useful programme. We use it on the servers of our smaller clients. Its user interface is intuitive and without show elements.

Werner Schmuck, Gutenberg Rechenzentrum, Germany



The greatest strength is without doubt the easiness of implementing a working backup schedule. Combined with the email capability BackupAssist provides everything I need for our business' backups at a very competitive price!

Johan Sandqvist, AB Gyllenhammar & Sahlin, Sweden.



We were looking at implementing a backup rotation system prior to purchasing your software. [BackupAssist is] absolutely user friendly and easy to understand... Excellent utility.

Berdj Boyadjian, Bankers Assurance s.a.l., Lebanon



A very useful software: simple, reliable and inexpensive. Top class support and kind people. A must for every sysadmin struggling with NTBackup. Seamless tape rotation, automatic interface with Removable Storage.

Elena Barbera, Venus Promotions srl, Italy



Simplicity is the keyword. We had tried [competitor's product] which had a far too big overhead on our resources. Very easy to understand and user friendly.

Hans Ceelen, DA&A Driessen, The Netherlands



BackupAssist is easy to use. Quick setup of windows backup. Price and Quality: excellent.

Pascal Balduzzi, Compupal, Belgium



We have been running Backup Assist consistently for almost 2 months now. I have to say that I am very pleased with the product itself in particular its good design features and layout.

John Greene, TIC-Jamaica, Jamaica



Easy-to-use, excellent mailer and scheduler.

Sasha Slavin, ESI - Expert Solutions International, Israel



User friendly, not an expensive backup solution compared to others more sophisticated and expensive. It's fit for purpose for small organizations.

Tomasz Kiepek, Texaco Lubricants Polska, Poland



BackupAssist is very easy to use. Other solutions were too expensive with almost same capabilities.

Gerardo Arlotto, CUCP S.A., Uruguay



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