

*The loss of your valuable business information can be devastating and recreating it can be very costly. Backing up data on a dispersed network of servers, desktop computers, laptops or mobile devices can present a significant logistical challenge. BlueSaffron Backup™ is a simple, automated and cost-effective service to protect your critical business data.*

## BlueSaffron Backup™

### Why Back Up Data?

There are four main reasons why companies must increasingly manage their data more consistently and carefully.

- 1. Data is valuable:** 51% of businesses suffering a catastrophic loss fail within 2 years;
- 2. Losing data is easy:** 60% of data is held on laptops and desktops, 1 in 5 hard drives fails during its lifetime, and 92% of companies don't back up regularly;
- 3. Traditional methods are flawed and onerous:** storage is fragmented, and storage management is unreliable, labour-intensive and expensive;
- 4. Corporate Governance requires it:** Directors and Officers are obligated to protect data. The Combined Code for Corporate Governance requires boards of UK businesses to ensure robust and effective risk management.

### What is BlueSaffron Backup™ ?

BlueSaffron Backup™ is a simple, automated service to enable you to protect your critical business data at an affordable price. Backups can include data from laptops, desktop PCs and servers.

The service can supplement or replace traditional backup methods, such as tapes and CDs, with an automated, off-site system which requires very limited IT resources and no system downtime.

Data is stored securely with the highest levels of protection against loss or damage and can be readily and securely retrieved using a simple web based interface.

The service is supported by world-class Blue Saffron infrastructure, and supported by the experience

and expertise of Blue Saffron professionals.

### How BlueSaffron Backup™ Works

BlueSaffron Backup™ is a file-based backup solution that requires the installation of a small agent (written in Java) on laptops, desktop PCs and servers to be protected.

Using this interface, you can select files that need to be protected and when backups should take place. Filters for file inclusion or exclusion, open file management for databases, and scheduling allow backup policies to be built in. Data is compressed before transmission. After the initial backup of a file, subsequent backups transfer only those bytes that have been changed. These features reduce the network bandwidth required for backups.

Should an initial backup be considered too large to transfer over the available bandwidth, a Snapshot is created and saved (fully encrypted) to a transportable server to be uploaded by LAN connection to the backup platform.

### What are the Benefits?

BlueSaffron Backup™ delivers five main benefits: The service is:

1. Proven and Secure
2. Simple and Automatic
3. Accessible remotely
4. Cost effective
5. Scalable

#### Proven and Secure

The performance and reliability of technology infrastructure are paramount to support your key applications. Components used to offer BlueSaffron Backup™ are industry-leading, best-of-breed technology.

## ATTIX<sup>5</sup>

BlueSaffron Backup™ is powered by technology developed by Attix5. Attix5 makes use of the SSL (Secure Socket Layer) protocol standard for secure data transmission (1024 bit RSA key exchange, 128 bit RCA stream cipher and SHA-1 integrity checking).

Data is stored using 448-bit Blowfish encryption in CBC mode. Encryption keys are not stored with the data and globally recognised techniques are applied to ensure the integrity and security of all data protected with BlueSaffron Backup™ .

PRICEWATERHOUSECOOPERS

PriceWaterhouseCoopers has investigated all security concerns relating to remote data storage using Attix5's proprietary technology and has confirmed its trust by outsourcing its own critical data storage to Attix5. Attix5 is the only software company in the world that may use the phrase, "Powered by Attix5, Trusted by PriceWaterhouseCoopers". Blue Saffron is committed to continuous evaluation and improvement of the security measures protecting the infrastructure that supports our service portfolio.

The service includes encryption, strong authentication and digital certificates, including intrusion detection and advanced firewall capabilities. All backup data is stored within a secure storage platform.

This is supplemented by extensive security at each data centre — physical access to sites is controlled, systems, network, and all personnel on-site are fully monitored.



**Simple and Automatic**

BlueSaffron Backup™ offers one simple solution to protect all your servers, desktops and laptops. There is no need to invest in any additional hardware or data storage facilities. The location of the equipment being backed up is geographically independent.

Files can be automatically backed up, at a frequency you choose. They can then be restored on demand, potentially without the involvement of IT staff – in contrast to the far more lengthy and resource-intensive process of a typical tape restoration.

BlueSaffron Backup™ is designed and managed by a team of experts, offering 24x7 support and monitoring - freeing time for your in-house IT experts to focus on other mission critical projects. If the event of disconnections during backup, the service simply resumes where it left off – no need to resend partially transferred files.

**Remote Access**

The service includes remote access from a web-based interface, meaning that lost files can be recovered anywhere, anytime. This web service is secured by a very strong authentication process to ensure that your data is not at risk in any respect.

The web portal is particularly useful in emergencies if, for example, the laptop or PC containing the original data is lost, stolen or suffers a major failure.

**Cost effective**

Installing and managing an in-house backup and restore solution can demand significant capital expenditure. BlueSaffron Backup™ is designed to eliminate the need for significant up-front investment – pricing is based

upon a simple, transparent recurring monthly charge.

The return on investment is usually very high – for example, a typical small professional services firm can protect all of its company data for a year for the cost of a few days of a professional's chargeable time.

**Scaleable**

BlueSaffron Backup™ can adapt to your company's changing needs: the service can easily be extended to further machines and Blue Saffron can help you to extend and manage greater demands for storage space as well.

Conversely, as your IT architecture evolves, it is often possible to consolidate your data configuration and backup requirements which will simplify your needs and make the service even more cost effective.

**Getting Started**

Once the software is downloaded, your users or network administrators can:

- Specify which data should be backed up — which type of files should be included or excluded from each backup;
- Either specify the schedule and time that any automated backups should take place or manually initiate a backup;
- Retrieve any backed-up data;
- Specify how certain files and

folders are protected. The service initially backs up your data in full. Subsequent backups functions on an incremental change basis, vastly reducing the time it takes to complete the backup.

BlueSaffron Backup™ can also be used to support servers housed in a corporate or outsourced data centre. Client software is installed on each of the servers to be

protected, enabling your administrators to:

- Limit the size of each back-up;
- Ensure that the initial backup is completed over a number of sessions, if a significant amount of data needs to be backed up;
- Reduce the amount of bandwidth utilised while the initial backup is running;
- Ensure that if files are in use when a backup is running, neither the files nor the back up are affected A full scheduling calendar is made available to assist..

**About Blue Saffron**

We are one of the UK's leading independent suppliers of essential services to businesses, focused on communications and IT. Whether you are looking for fixed line or mobile telecommunications, internet access, or IT services such as data backup, security or email, BlueSaffron can help.

We package, price and bill our services clearly and simply, with a unique commitment to intelligent customer service. Our independence makes sure we are completely impartial and can leverage our stable of world-class suppliers to meet your needs.

**Contact Us**

Let us know how we can help you using the contact details below:

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*"... Our research should raise significant concerns both for CEOs and stakeholders. Many companies [do not have] full control or knowledge of the one asset most fundamental to their success – data.... Data management is critical to the future of business of all types, and is being addressed at the wrong level, in the wrong place, and in the wrong way across too many corporate organisations."*

*Gartner report on the state of data management in corporations*

