SIMPLYCONTINUOUS

Service Datasheet	Simply Continuous AppAlive™ for IT Disaster Recovery

Key Benefits

Offsite Disaster Recovery

- Ongoing and cost-efficient disaster recovery
- Immediate datacenter redundancy
- Improved recovery time
- Comprehensive and regular testing – On your schedule

Easy Integration

- Seamlessly connects to Data Recovery Vault
- Use your own virtualization infrastructure or leverage ours
- Recover data and applications

Operational Simplicity

- Fully managed infrastructure for virtualized hosting
- 24X7X365 technical support
- Production and management access points
- Additional collocation hosting available for your infrastructure

Reduced Cost

- Affordable monthly fee
- Leverage your virtualization investment
- Eliminate costly DIY IT DR expenses
- No capital expenses

When Failure Is Not An Option

Keeping your business running in any situation is critical to preserving customer trust and ensuring your success. AppAlive™ provides you the assurance that no matter what happens, your important applications will be available to you where and when you need them.

Until now, resiliency was something only the largest enterprises could afford. With Simply Continuous AppAlive, you get a simple and affordable solution to ensure "business-as-usual" in the case of an unexpected event or emergency.

Recover Applications Simply and Affordably

Simply Continuous AppAlive is a hosted service that protects and recovers business-critical applications during unforeseen events such as power outages, security breaches, viruses, and natural disasters. With AppAlive, we capture current images of your applications, securely store them, and provide you with a hosted recovery environment for your virtualized applications. Affordable, simple to use and reliable, AppAlive is your company's best protection during an emergency.
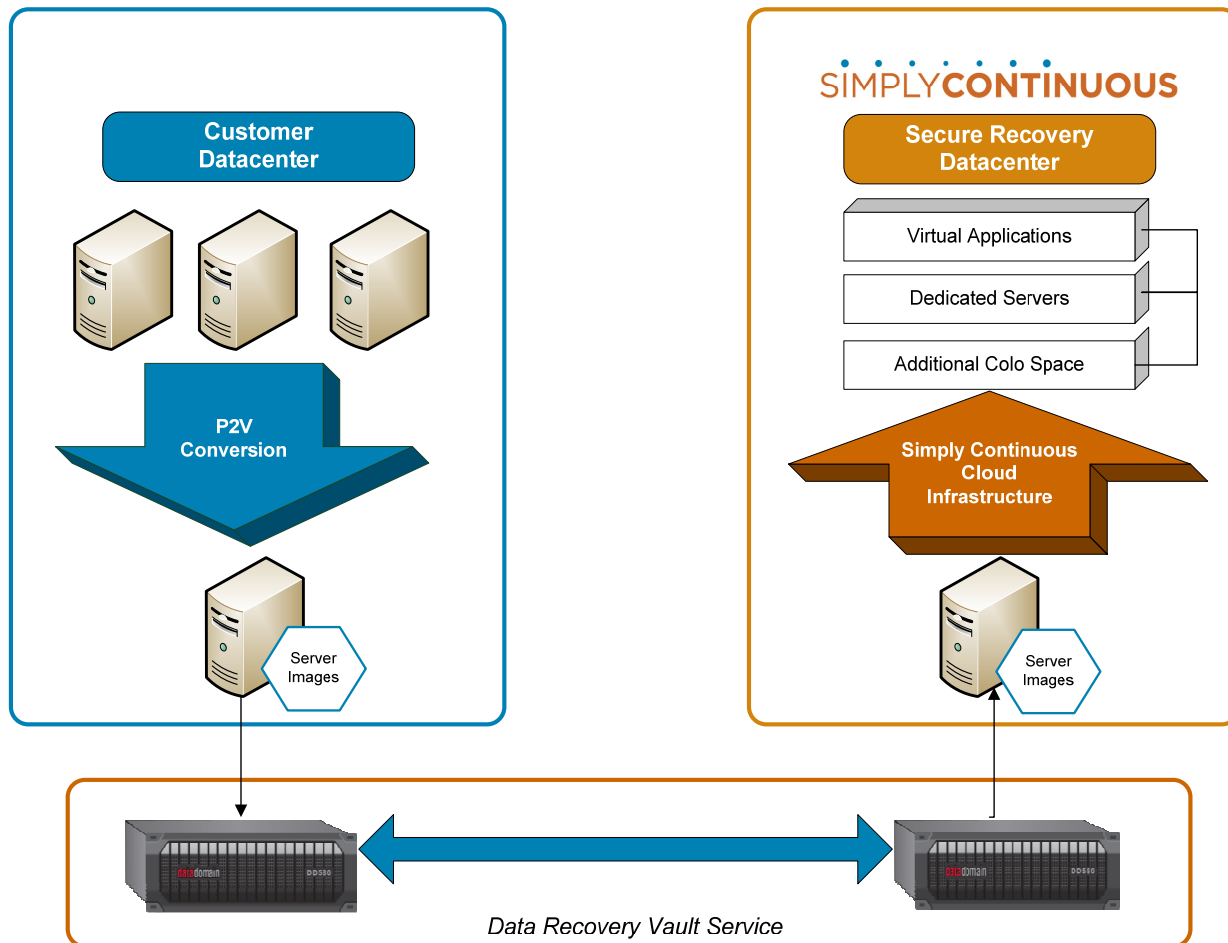
Technology Framework

We have taken best of breed technology and built a framework that is scalable, reliable, and easy to manage on behalf of our customers. Our AppAlive service builds on our efficient use of Data Domain appliances by backing up virtual machine (.vmdk) files at the customer site and replicating them to a target appliance at our Arizona datacenter. By centralizing the back up to a single source Data Domain appliance, we can ensure consistency as well as take advantage of the 40x de-duplication and compression rates of .vmdk files. With superior rates of compression, we can efficiently replicate the data over a secure Internet connection without increasing your bandwidth costs.

Supported Applications

We support any VMware environment and any Microsoft and Linux-based applications running on x86 hardware. Sample applications include but are not limited to:

- Microsoft Exchange
- Microsoft Dynamics NAV
- Microsoft Active Directory
- Microsoft IIS
- Atlassian Jira

- Microsoft SharePoint
- Microsoft Dynamics GP
- Microsoft SQL
- Atlassian Confluence
- Intuit QuickBooks

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How It Works

Customer Datacenter

P2V Conversion

Server Images

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Secure Recovery Datacenter

Virtual Applications

Dedicated Servers

Additional Colo Space

Simply Continuous Cloud Infrastructure

Server Images

Data Recovery Vault Service

Data Security

Simply Continuous' datacenter offers state of the art security, fire safety, and redundancy to protect your data. We offer:

- **Environmental** – SAS-70 certified datacenter; manned 24x7; Biometric security; VESDA fire suppression
- **Transport** – Managed firewall at source and target with 128-bit encrypted IPSec tunnel
- **Appliance** – Data Domain appliances with host-based data security

In Times of an Emergency

In the event of a disaster (or a scheduled test), contact Simply Continuous by phone, email or through the customer portal. We verify the request with your designated contact and then provide read/write access to your most recent data. Recovery is that simple.

How to Purchase

AppAlive is available on a subscription basis and can be purchased through your Simply Continuous account executive.

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