



# The Benefits of Connected Subscription Service

Connected™ Subscription Service delivers immediate benefits. This turnkey data protection solution dramatically reduces the cost of operations for businesses of all sizes by minimizing the storage needed for PC data backup and retrieval, at a predictable, scalable and reasonable cost. Described as a Best Practice by Gartner and 'Best of Breed' by IDC, the Connected data protection solution is based on patented technologies delivering unmatched benefits in performance, reliability and data security for automated PC data protection. Connected Subscription Service allows organizations to:

- Dramatically reduce storage requirements,
- Provide complete PC data security,
- Protect PC data even over dial-up bandwidths (making it ideal for field personnel),
- Easily deploy company-wide user data protection,
- Securely protect intellectual capital,
- Retrieve data on demand (offering 99.99% uptime)
- Protect data off-site to enable disaster recovery and business continuity,
- Do away with capital investments for PC data protection,
- Keep costs predictable, scalable and reasonable,
- Easily predict and scale support burdens,
- Efficiently use existing network bandwidth, and
- Benefit from a full online management system that enables central management of data.

## Dramatic Reduction of Storage Needs

Connected Subscription Service sharply reduces enterprise storage needs by providing secure, accessible, off-site storage for user data. Enterprise file servers no longer have to bear the burden of unstructured user data backup.

Connected DataProtector™ with EmailOptimizer™ further reduces enterprise storage demands by applying Connected's best-of-breed data reduction technologies to email. Connected EmailOptimizer™ separates email attachments from message bodies, allowing SendOnce® and Delta Block® to prevent users from saving multiple copies of identical email documents.

## Complete PC Data Security

Connected provides best-of-breed PC data protection to thousands of enterprises, including Hewlett-Packard, Grant Thornton and SGI. Connected solutions allow automatic, centralized capture of PC data, which is safely stored to be retrieved by users whenever it is needed. Patented data reduction technologies combined with data compression minimize the size of stored files and provide unmatched backup and retrieval speeds.

*"There are two types of PC users: those who have lost data and those who will."*  
-Walter Beddoe, VP Operations, Telekurs Financial, Inc.

## PC Data Protection Even Over Dial-Up Bandwidths

Connected DataProtector™ contains two patented data reduction technologies that significantly reduce the bandwidth needed for complete backups. Connected Delta Block and SendOnce technologies enable end users to back up regardless of location and bandwidth speed.

**Delta Block** – This patented technology allows only changed sets – at the block level – to be sent. So that, when a document changes, only the changes are backed up. This minimizes network traffic, reduces backup time, enables



backup even over dial-up connections, and cuts the overall size of your stored files.

**SendOnce** – Another patented technology, SendOnce backs up common files to a SendOnce pool, and so prevents extra copies of shared files from being stored in multiple user archives.

Taken together, these technologies reduce by up to 90% the amount of data transmitted during backup. This makes possible automatic backup of data, even over low-bandwidth connections.

## **Rapid Deployment of Company-Wide User Data Protection**

Delivered as a subscription service, Connected DataProtector deploys across the enterprise in a matter of days, as quickly as IT loads the client software onto users' PCs and laptops. Once the initial overnight backup is complete, subsequent backups occur in minutes. During backup, PC data is filtered through our data reduction technologies (see above). The result is encrypted, compressed and then securely transmitted to and stored at a secure Connected Data Center.

## **Secure Protection of Intellectual Capital**

Connected Subscription Service provides unbeatable security through the design of the software and the operation of Data Center facilities.

Connected solutions use government-level encryption to protect information both during transmission and in storage. Data is unencrypted only after data retrieval is completed to the client PC, to protect information from intrusion or interception via the Internet. Connected uses 112-bit, Triple-DES encryption, the same level of security used by U.S. financial institutions, military organizations and research laboratories.

The Connected Data Center is established as a storage repository and is not part of a communications system. Physically, Connected Corporation maintains two mirrored, secure Data Centers, in Framingham, Massachusetts and at an undisclosed location. All data received by either Data Center is immediately replicated to the other. Additional Data Center security measures include keycard badges and limited Data Center floor access to Connected employees and outside visitors.

## **Data Retrieval On Demand**

With Connected DataProtector, users have the power to retrieve their own data when and where they need it with just a few mouse clicks. Connected data reduction technologies make data retrieval as quick as data backup. Typically, data retrieval is accomplished without the intervention of IT support staff.

## **Off-Site Data Storage for Disaster Recovery and Business Continuity**

Disaster recovery services are part of what Connected Subscription Service customers buy: Connected Data Centers are configured with mirrored server pairs and co-locations for redundancy, high availability (99.99% uptime) and fail over. PC disaster recovery and business continuity come at no additional cost.

## **No Capital Investment for PC Data Protection**

Connected Subscription Service saves CIOs and IT managers the expense of new hardware and software to manage data protection. Even organizations with large data centers have chosen Subscription Service to offload some of the burden of their servers.



*"We're not carrying physical assets for data protection now. No competition against other things for dollars when it's time to upgrade. Instead of a periodic large cost, we have a regular, predictable, manageable cost."*

– Dean Drougas, CIO, SGI

## **Predictable, Scalable and Reasonable Costs**

Connected Subscription Service eliminates the guesswork from predicting enterprise backup costs. Data protection becomes a regular, reasonable operational cost instead of a periodic capital expense. And additions to and subtractions from the installed base are easily managed.

*"Essentially, I'm looking at one billable hour per employee per year to pay for Connected Subscription Service, which is nothing compared to the time it takes if they lose their hard drive, if their laptop is stolen or if they install something and just destroy their system. The time and effort it saves more than pays for itself. From a cost perspective, it's easy to justify."*

– Michael Shisko, Director of IT, Experio Solutions

## **Scalable Support Burdens**

Connected Subscription Service is designed to fit the needs of your enterprise. Costs are determined on a per-user basis, while subscribers' fixed costs are sharply reduced.

Connected Subscription Service does away with annual software license maintenance fees.

Subscription Service customers rely on Connected hardware, and so incur no hardware costs for PC data protection. The costs of maintaining and upgrading hardware are now solely the responsibility of Connected.

- Dedicated employee costs and/or employee opportunity costs are eliminated.
- Raised floor space – the cost of the physical Data Center – are no longer the users' concern.
- Deployment costs are minimized, since only the software agent needs to be deployed.
- Subscribers can consolidate enterprise data on fewer servers, reversing the trend of ever-growing server farms.

## **Efficient Use of Existing Network Bandwidth**

Beyond shrinking the size of stored files and making possible remote backups over dial-up connections, the data reduction benefits of Connected Subscription Service extend to making more efficient use of existing network bandwidth. Less user data traversing the enterprise network means more space is available for other enterprise needs. Every central application and communication benefits from the overall decrease in network traffic.

## **Central Management of Unstructured User Data**

Connected Subscription Service provides automatic, centralized capture and management of what had been unstructured user data. It manages the inevitable growth in user data, giving IT control over the enterprise beyond the data center, and freeing IT staff from the often-impossible task of retrieving lost user data.

Hundreds of the world's largest companies, along with thousands of small and mid-sized organizations and over 100,000 individuals worldwide, trust Connected to protect their PC data and reduce the demands on their own networks and data centers.

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