



Who is The Byte Shop and what is CrashPlan PROe?

- ❖ A local service provider leveraging CrashPlan PROe, an enterprise tough online data backup solution designed for small and medium businesses looking for local IT companies to become partners offering online backup services to our customers.
- ❖ A company with a passion for data management and especially backups.
- ❖ The Byte Shop started this service because so many of our clients and colleagues are not properly protecting their important business data with regular and reliable backups. Like you, we stress the importance of regular and automatic data backups for your business and show how easy and inexpensive it is.
- ❖ CrashPlan PROe is HIPAA compliant and combines on-site backups with off-site/cloud backups.

Why Choose CrashPlan PROe?

- ❖ **Continuous Automatic/Live Backup**
 - The most important data is what your customers are working on *right now*.
 - CrashPlan PROe automatically senses any and all file changes, ensuring the backup archive is always current. The software detects data changes, waits for the changes to stabilize, and, once the changes stabilize, submits only newly created data.
 - Supports desktops and laptops running Windows, MacOS, Linux and Solaris and servers including Windows Server 2003, Small Business Server, Windows Server 2008, etc.
- ❖ **Engineered for Laptops**
 - Backing up a laptop provides unique challenges. Having less memory, CPU, and I/O performance than desktops and servers, laptops also operate in a wide variety of network conditions.
 - CrashPlan PROe addresses these challenges via a continuous, quiet background operation providing unsurpassed laptop protection.
 - Laptops are protected as long as there is a connection to the Internet. Full communication and data transfer encryption provides secure protection in the office and on the road.
- ❖ **Complete Backup Protection**
 - Client installations of CrashPlan PROe can be setup to protect a variety of business needs by combining on-site/local and off-site/online backups with a single software solution. Backups can even be sent to other computers within an organization for an additional level of protection.
 - The on-site service option provides a fast, convenient backup and restore solution that your clients control in order to perform large restores from the local drive, or perform backups and restores in the event of an Internet failure.
 - Our off-site/online storage provides protection for data when your clients are in their office, their home or on the road. This gives you the ability to provide invaluable insurance for fire, theft and other disaster scenarios.
- ❖ **Bullet-Proof Backup and Restore**
 - Enterprise-grade encryption secures your client data the moment it is read from the hard drive. Data stays encrypted on our server until it is needed to be restored.
 - Data de-duplication and compression greatly reduces storage requirements and transmission time for backups.
 - Automatic integrity checks ensure backup data is *always* correct, ready when needed.
 - Archive self-healing automatically corrects any data integrity issues.
 - Historical versioning restores any file from a particular point in time.

HIPAA Security Compliance Rules

For any of your clients with a medical practice, you can assure them that this service is fully compliant with the HIPAA security rule as applied to protected patient health information in electronic formats.

Here's why:

- ❖ CrashPlan PROe encrypts all files before transport (essential for HIPAA compliance) with zero dependency on destination or Internet security.
- ❖ CrashPlan PROe uses 448-bit Blowfish encryption, much stronger than the 128-bit encryption commonly used for online banking and by most businesses. Simply stated, for someone to access your client backup archive, both the password and encryption key are required for decryption.
- ❖ Data is backed up symmetrically at the source. With the Private Data Password option, your client's files cannot be decrypted at the destination without the unique data password. With Private Data Password enabled, only someone who supplies the correct password will be able to restore any files. No one, without having access to the private password and, therefore, no access to your files, including you and us.

You can download the CrashPlan Proe compliant statement from the download section of our website.

Why become a reseller of our service?

- ❖ As a reseller you would be in complete control of your client's online backup operations.
- ❖ Your customers stay your customers. You provide the software and service while we provide the back-end storage. As a reseller, you work with your own clients and set your own prices.
- ❖ You can see your client's backup status at a glance through the admin console which shows amount of data selected for backup, storage used, compression percentage, percent complete and time of last backup.
- ❖ We have two online servers for redundancy and different locations in South Jersey. Your clients will be configured to backup to both the master and secondary server.
- ❖ You and your clients will receive regular backup reports when everything is operating normally, or alerts and warnings when the server sees that backups are not being performed.
- ❖ You would contract with us for a fixed pool of storage rather than a separate pool of storage for each client. Although data from each client is protected separately, having a single pool of storage provides you the flexibility to add storage only when the total amount required by all of your clients starts running out.
- ❖ Storage starts with 150 GB for \$25 per month. Our experience shows that most customers require 20GB or less. With 150GB of storage, you should be able to support 8-10 clients and make a substantial profit. Please contact us for details.
- ❖ For more information on our service, please visit our website at <http://www.sjcrashplan.com>.
- ❖ For more information on CrashPlan PROe, visit <http://www.crashplan.com/enterprise/>
- ❖ Feel free to contact us via e-mail at sales@sjcrashplan.com, or by phone at 856-795-2864.

For additional information, please contact us at sales@sjcrashplan.com