

Online backup subscription service and security overview

Abstract

This White Paper is a ready reckoner for Small and Medium Enterprises (SMEs) for their data storage needs.

Traditional tape-based backups may not meet the growing demands of effective data backup and storage, as they are cumbersome, error prone and expensive.

The IDrive online backup solution eliminates these hassles and provides secure and reliable backup for your invaluable data.

Read this whitepaper to know about:

- Conventional backup and its drawbacks
- Advantages of online backup vis-à-vis conventional backup
- Benefits and cost effectiveness of online data backup

Introduction

IDrive is a reliable online backup and restore application. It safeguards your critical data in case of system crash, by automatically backing it up.

The graphical interface makes it easy to navigate through the application.

You can take an immediate backup of your data or schedule the same for future, using the various customization options. All data is encrypted on transmission and storage, ensuring its security.

The other key features include data compression during file transfer that ensures quick backups, incremental backups that economize the bandwidth usage, Versioning using which you can retrieve any of the previous 30 versions of a single file backed up to your account, Open and Mapped drive backup, among others.

Data stored on the IDrive servers is not deleted, unless you choose to remove it.

This application is ideal for small businesses with large backup needs.

General Information

IDrive online backup subscription service and security overview:

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Contemporary data management scene

Data security is of utmost importance as it is the lifeline of any organization and critical for maintaining its business continuity.

While the volume of data has seen a sharp increase, methods of backup remain largely archaic making them vulnerable to internal and external threats.

Research organizations like Gartner and IDC on data loss:

- 60% of corporate data resides on PC desktops and laptops
- 32% of data loss is due to user error
- 10% of laptops are stolen annually
- 5% of laptops suffer hardware failure annually
- 70% of all tape restores fail

Conventional Backup

The conventional backup method involves copying of files from one hard drive to another drive or media - like tapes, CDs and DVDs. This is usually done manually or using softwares designed specifically to accomplish the task.

Problems

There are numerous problems that one faces while using the conventional backup method, as listed below:

Expensive

Conventional methods need large amounts of capital investment and space (e.g. storerooms) and expertise to use and maintain electronic devices like CDs or tapes.

Human error

Possibility of loss of data due to human error or a natural disaster.

Need for manual intervention

The conventional backup systems need manual intervention at each step. For example, after backup, the tapes need to be removed, else they are prone to theft. In case of disk-to-disk backup, the shipping of data leaves it vulnerable.

Unreliable

There is no provision to recover the data accidentally deleted, due to a sudden server crash, drive failure or a malicious virus.

Why IDrive over conventional backup methods?

- Quick backups and restores when compared to conventional methods
- Cost effective as no additional setups/installation of hardwares are required
- Minimal human intervention as the backup process is automated
- No threat of data theft as the data is accessible only to you
- Protection against loss of data during system crash
- Provision to restore backed up data to any machine, using the web interface

Protection of your data

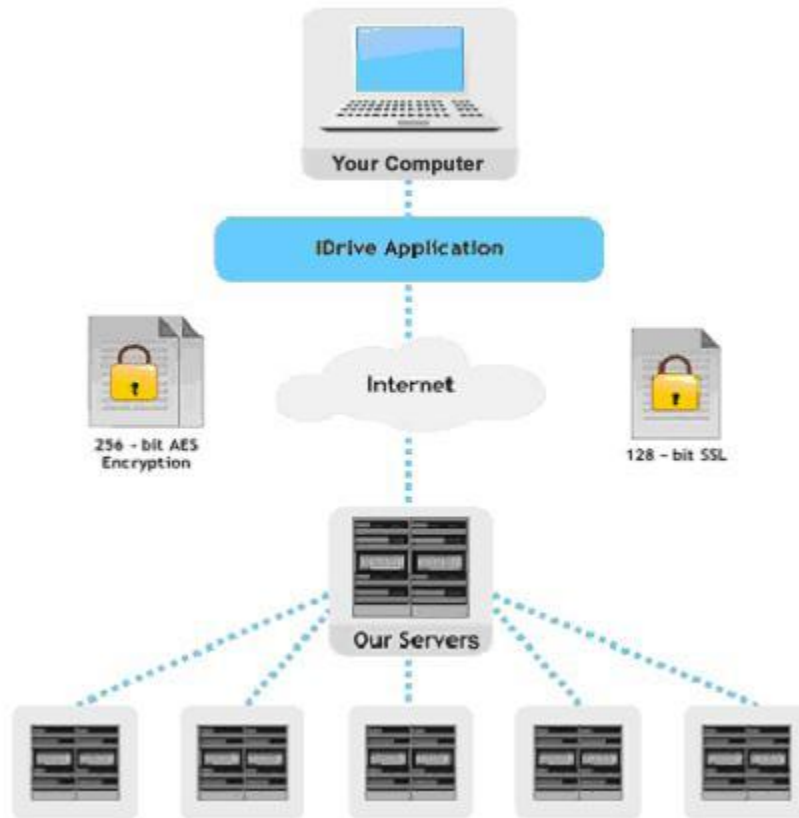


Exhibit 1 demonstrates how your data is secured with IDrive

Key Features of IDrive

File Versioning

You can retrieve any of the previous 30 versions of a file (that was backed up to your account) to your local machine.

Intuitive User Interface

The Microsoft Windows Explorer like interface makes it easy for you to navigate through the application.

Ease of Usage

You can drag-n-drop to restore files at the desired location, on the local machine.

Unicode compliant

Supports international character sets of most major languages including French, Spanish, German, Chinese, Japanese, Hebrew and Italian.

Efficient Backups

Effective utilization of your Internet bandwidth as the data files are compressed during transmission. Further, only the modified portions of your file(s) are backed up, resulting in quick backups.

Mapped Drive Support

Your mapped drives are backed up - even when your computer is in the 'Log-Off' state.

Effective Bandwidth Usage

You can adjust the Internet bandwidth usage for the IDrive application so that other applications can also run smoothly.

Automated Backups

You can schedule the backup of data as per your convenience and forget it. It is backed up automatically at the scheduled time.

Continuous Data Protection

The application automatically recognizes the modified parts of files/folders and backs them up in real time, thus offering you hands-free backup of data.

Sync

You can sync the data backed up to your account with that of the local system, for the selected backed up folder(s)/drive(s) - enabling you to remove redundant data.

Open file backup

The application performs reliable backups of your open/locked files like Outlook files (.pst), QuickBooks, MS-Excel and so on.

Compatibility

The IDrive application works on most Windows Operating Systems including Windows Vista and Mac.

Retrieve data from any location

You can login via any web browser to your account and access backed up data, view log reports and restore data to your local machine.

Web-based Search

You can locate files/folders backed up to your account, from anywhere, through the web.

View Logs

You can view the log files of backups, restores, scheduled backups, and details of files / folders deleted from your account from any computer, using any standard browser.

Restore data to any local machine

You can restore data to any local computer, without installing the application on your machine.

Timeline Restore

View and restore data as of a particular timeline to your local machine.

Manage Multiple Accounts

You can create multiple accounts using the web interface and group them for easy management.

Automatic power-off after the scheduled backup

Setting this option will automatically shut down your computer on completion of the scheduled backup.

Start missed scheduled backup

This option allows the application to resume the scheduled backup automatically whenever your computer is switched on.

Proxy/firewall friendliness

Advanced settings help you to connect to IDrive servers via proxy servers and enable them to easily backup data.

Application Integrity

Data backed up using IDrive can only be accessed and restored only with the application. This preserves the integrity and security of your data.

Security Features

Encryption

All your data is secured using **128-bit SSL encryption** during transmission and **256-bit AES encryption** on storage.

IDrive enforces a '**user-defined encryption key**' that is known only to you. Not even IDrive personnel have access to it, thereby making your data secure. However, if you opt for the default encryption, the application provides the key, without the need for you to remember the same.

All your data resides on raid-protected devices for additional protection and for fast recovery in case of hardware/software failures.

Physical Security

The IDrive application is hosted at **world-class Internet data centers** at California, which provide the physical environment necessary to keep the servers up and running 24X7. These world-class facilities are custom designed with raised floors, HVAC temperature control systems with separate cooling zones and seismically braced racks.

They offer the widest range of physical security features, including state-of-the-art smoke detection and fire suppression systems, motion sensors, and round-the-clock secured access, as well as video camera surveillance and security breach alarms.

Download IDrive

Download and install the application on the Operating System of your choice:

IDrive for Windows

<http://zonealarm.idrive.com/online-backup-download.htm>

Sign up for IDrive

Visit the link below to sign up for the IDrive Service:

IDrive Basic – (5 GB free account)

https://zonealarm.idrive.com/idrivee/jsp/ide_freesignup.jsp

IDrive Pro (for individuals and business users with large storage needs) https://zonealarm.idrive.com/idrivee/jsp/ide_prosignup.jsp

Contact Address

Pro Softnet Corporation,
IDrive Division,
26115 Mureau Road, Suite A,
Calabasas, CA 91302.

Technical Support

If you have any queries on the IDrive online backup and storage service, you can contact out technical support personnel, who are available round-the-clock over telephone/chat/email.

Telephone:

1-866-748-0555 ext 3 within USA 1-818-
251-4245 ext 3 outside USA
Monday - Friday, 6:00 AM to 6:00 PM
PST

Fax:

1-818-878-9208

Email:

support@idrive.com