

# Paragon Drive Backup Server Edition

Paragon Technologie

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# 1. Introduction

The success of your business depends on the availability of your applications, networks, and data. To thrive in today's competitive market, information must flow freely to wherever it is needed in the company, whenever it is needed. A catastrophe could be as dramatic as an earthquake or a hurricane, or as mundane as a power failure, water main break, or loss of a storage device. But whatever the loss, every minute of downtime could cost you lost revenue, lost opportunity, and even customer loyalty.

You must be able to respond quickly to restore essential services when a disaster strikes. What you need is a solution that ensures that critical data and applications remain available, no matter what.

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## 2. The Cost of Data Loss

Speaking about downtime and its impact on the productivity and other sides of business, you are to bare in mind one thing: there is no way to quantify the exact cost of it. At the very least, an employee's productivity may be hindered for an insignificant period of time. At the worst, the whole corporation will be on the brink of a collapse because of a malfunctioned network and possible negative consequences of that.

In a recent [Information Data Protection Survey](#) (2004-2005), 27 percent of companies reported that they still did not have a disaster recovery program in place and more than half (53 percent) of smaller companies would require more than 24 hours to restore data. Furthermore, only 56 percent of the companies polled tested their data backup and storage systems at least once a quarter and 13 percent test their procedures and operations only after a problem occurs. More than half (59 percent) of the companies surveyed reported that e-mail viruses are the number one reason they review and/or change their data backup procedures.

As you see the percentage of enterprises that do underestimate all the negative after-effects the downtime may cause is still high. But let us be candid – even insignificant delay in the business procedure may cost far more than the establishment of a reliable data protection solution. According to the results of a survey carried out by a highly respected agency, the cost of downtime for a middle-sized enterprise may run up to a staggering \$1 million per hour, thus the ROI (return of investment) for establishing a reliable data protection solution is easy to calculate.

Industry Sector	Revenue/Hour
Energy	\$2.8 million
Telecommunications	\$2.0 million
Manufacturing	\$1.6 million
Financial Institutions	\$1.4 million
Information Technology	\$1.3 million
Insurance	\$1.2 million
Retail	\$1.1 million
Pharmaceuticals	\$1.0 million
Banking	\$996,000

\*(Source: IT Performance Engineering & Measurement Strategies: Quantifying Performance Loss, Meta Group, October 2000.)

- 93% of companies that lost their data center for 10 days or more due to a disaster filed for bankruptcy within one year of the disaster. 50% of businesses that found themselves without data management for this same time period filed for bankruptcy immediately.  
(Source: National Archives & Records Administration in Washington.)
- Of those companies participating in the 2001 Cost of Downtime Survey: 46% said each hour of downtime would cost their companies up to \$50k, 28% said each hour would cost between \$51K and \$250K, 18% said each hour would cost between \$251K and \$1 million, 8% said it would cost their companies more than \$1million per hour.  
(Source: 2001 Cost of Downtime Survey Results, 2001.)
- The average company spends between \$100,000 and \$1,000,000 in total ramifications per year for desktop-oriented disasters (both hard and soft costs).  
(Source: 7th Annual ICSA Lab's Virus Prevalence Survey, March 2002.)

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Information provided by Kroll Ontrack Inc., Cost of Data Loss, 2002.

Looking at these terrific results helps to gain a better understanding of the problems companies are facing. We have to point out here that prevention as it always was and will be is better than cure. And the only problem is to figure out how to turn costs associated with preventing downtime into savings for the enterprise.

Paragon Software as a long-standing and widely known player on the data protection market has its own view on this issue. But in order not to be unsubstantiated in our statements, let us give you some facts that defined the present day look of the company.

### **3. Paragon Software as a Backup Utility Provider**

Paragon System Utilities was founded in 1994 as a subsidiary of the Paragon Software Group. Its main objective was to provide the market with up to date innovations in the field of hard disk data management, protection and maintenance. For the last decade the company managed to obtain recognition as one of the crucial players on the data protection market.

So, what is it that makes the company be a success?

#### **Years of practice**

11 years of practice proved the company to be a highly professional organization, which was always aimed at meeting requirements of the customer.

#### **High competence**

Besides highly skilled and responsible staff, the company applies unique management and communication schemes all of which together with providing fast and qualified technical support and using an automated Knowledge Base system allow us not only to develop a good state-of-the-art product, but also, what is more important, to offer a complete package of services.

#### **Consistent product development and customer care**

Releasing a brand-new product does not stop its further development in order to satisfy needs the customer may acquire. The main incentive here is to follow the trends on the market and answer to them by introducing new approaches thus

providing the customer with the latest technologies possible. It is a common practice in our company that it can release several updates of the product before introducing the next version. All the updates are available free of charge through the company's website.

### Complete business cycle

Paragon System Utilities involves a complete business cycle, that is: technology development, soft compilation, quality assurance, technical support, distribution, publishing and licensing. That allows the company to considerably decrease the output price of the product while keeping it highly competitive.

No matter who you are and what needs you may have, Paragon solutions recognize those unique needs and help you address them.

As far as achievements in the data protection field are concerned, the company offers the following benefits:

- **Efficient protection.** The used backup algorithm has a minimal effect on production servers and network performance. The data is accessible where and when the business needs it;
- **Rapid, reliable recovery.** Data is recovered in minutes rather than the hours it typically can take when dealing with similar products on the market;
- **High operating efficiency.** Task-based, wizard-driven engine minimizes manual labor and time costs.

## 4. Cost Savings With Paragon Software

As we already know downtime can have fatal consequences on the financial health of your organization. Just imagine how many problems you face in case of a server malfunction after a hard disk failure or some other disaster. System administrators have to reinstall the operating system from scratch with all patches and upgrades. Besides that, they have to have at their disposal all the software, registration codes, etc. This task will require considerable amount of time and often impossible to tackle at all.

Paragon offers some definite way out of this problem — Paragon Drive Backup Server Edition. It has all you need to successfully recover the system after a failure, saving time thus saving money.

### Reinstallation Scenario



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There is no possibility to recover the system into its initial state, thus data loss is inevitable.

### Use of ready-made backup created by special software



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All the data is 100 percent recovered, there is no need to carry out extra configuration.

## How Drive Backup SE Works

Nowadays backup has become an essential routine operation for any serious information work. A modern backup archive uses the so-called image, a snapshot of the whole disk system (or its separate partitions). It not only includes the contents of all user-made files, but additionally contains the exact structure of directories, information about file allocation, file attributes and other related data.

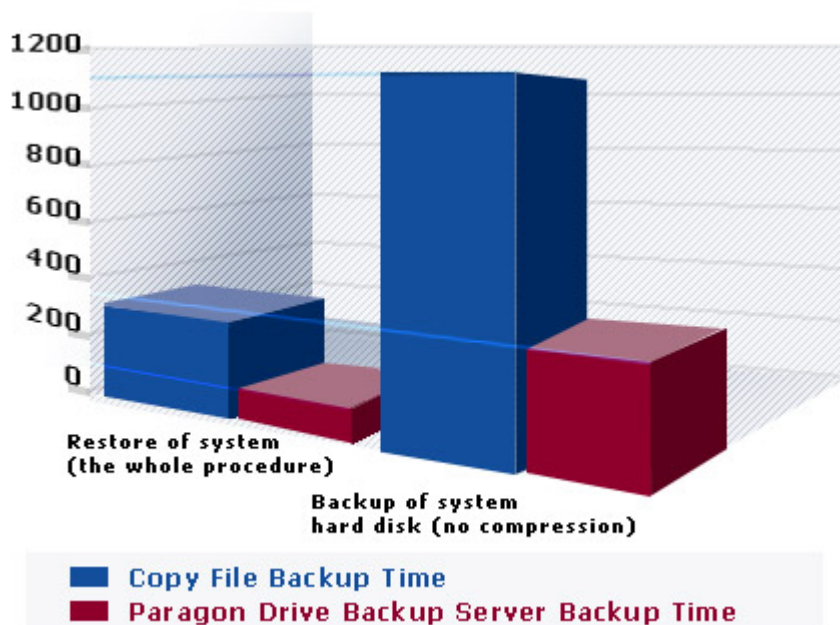
The present day data protection market offers several solutions as far as data backup is concerned:

- Possibility to store backup images on external media (CD/DVDs), thus providing a high level of data protection as long as the backup media is kept secure.
- Possibility to store backup images on a local network drive. Special server-side software enables to secure and store backup images for the entire network. For this purpose computers named backup servers are used. Such a backup server provides nearly the same level of protection as external media.
- However, should the user not have a local network and/or it is inconvenient to record data onto external media, then the backup images can be stored in a specially secured place on the hard disk. This place is referred to as the backup capsule, which has an independent system layout (e.g. a separate partition) that will stay operable should the active file system be damaged. To avoid an accidental removing or unauthorized access of the backup data, this partition is hidden and thus cannot be mounted in the operating system.

All the above-mentioned solutions of storing backup images are implemented in Paragon Drive Backup SE. It provides much more efficiency and time saving

than just copy file method because reinstallation is no more needed. A system administrator can get the system back on track in minutes, not hours or days.

Just to get a vivid picture of how our product works let us once again have some statistics:



\*Tests were run in the Paragon QA department using the same hardware and operating environment.

As you can see, Paragon Drive Backup SE is much more efficient, thus implementation of it would certainly be beneficial for your business.

## 5. Conclusion

You've taken the first step to success by reading this document to learn more about Paragon Software and its brand-new product Drive Backup SE. There is no doubt that the problem of data protection is of high priority, because at the present time information is the most valuable asset the companies possess. So what is it that makes Drive Backup SE unique and worth buying? First of all the level of functionality it offers:

- Real-time server disk backup: backup your Windows Server without interrupting its activity. Save backup archives to local or network drive or make them bootable and burn directly to CD/DVDs for safe and reliable restoration in case of a system malfunction.
- Backup Capsule: a unique feature of Drive Backup Server providing you with the most secure place for keeping your backup image on your hard drive, preventing accidental deletion or unauthorized access to it.
- Dynamic disks support: work with full range dynamic volumes (simple, spanned, striped, mirrored, RAID-5).
- Quick restore at any time: performing entire system restore, a bare-metal server restore from bootable archives or just restore of required data.
- Make a system administrator job more efficient: built-in Scheduler along with Script Generator.

Besides all the data present-day backup and restore solutions support, it also provides some additional features, such as:

- Possibility to carry out basic partitioning operations;
- Possibility to build up customized external recovery media that help to restore the system even when the current operating system cannot boot anymore;
- Net Burner utility that enables workgroup users to share a CD/DVD recordable device over the local network. A shared CD/DVD recordable device gives network users a possibility to record compact discs without installing these devices on the computers. The iSCSI technology, which is implemented in the utility, allows using not only local network but also the global one to work with remote CD/DVD devices.
- Image Explorer, made to browse your backup archives for separate files and folders.

And last but no least it is its price. For 399 US dollars you would get a professionally oriented product that would protect and maintain your system thus saving your time and money.

You would hardly find a product on the market with so low price and so many merits, particularly taking into consideration its unprecedented functional abundance.

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