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ASEMPRA TECHNOLOGIES LAUNCHES BUSINESS CONTINUITY SERVER

Company launches IT industry's most robust recovery management solution. BCS offers real-time data protection and instant application recovery.

Sunnyvale, Calif. and New York, New York (Storage Decisions) September 28, 2005 –

Asempra Technologies, a pioneer in enterprise-level business continuance and real-time recovery management solutions, today announced the Asempra Business Continuity Server™ (BCS). The Asempra BCS is the first and only recovery management solution that provides the combination of real-time data protection and instant application recovery. Asempra's Business Continuity Server enables companies to: eliminate the risk of data loss and inconsistent data recovery; dramatically reduce the complexity of the backup and recovery process; and lower costs associated with data protection and disaster recovery infrastructure.

Backing up and restoring corporate data has increasingly become a slow, difficult, and often unreliable process. A recent report from META Group determined that the average cost of downtime is \$1 million per hour. Using traditional back-up and recovery tools, companies are typically successful in recovering only 50-to-80 percent of corporate data and often cannot verify the integrity of the data. In addition, the time required to recover the data, via tape, is generally measured in days.

The complexity and reliability surrounding backup, recovery, and disaster recovery is compounded by the vast amount of data that businesses must protect. Everything from emails to satellite images needs to be saved on disks or tape. Analysts at [International Data Corporation](#) estimate that in 2005, 35 billion emails will be sent throughout the world each day. IDC estimates that emails alone account for up to 40 percent of the cost of storing data.

"Today's approaches to protecting and restoring data are based on architectures that no longer efficiently keep up with IT business demands and relentless data growth" said Dan Fraisl, CEO and co-founder of Asempra. "Our Business Continuity Server is designed to protect transactions in real-time and integrate intelligent recovery management into an enterprise-class solution. Asempra helps IT to reduce risk and dramatically lower the costs of delivering advanced data protection and disaster recovery to their users. CIOs who are charged with protecting corporate assets and complying with regulations can now cost-effectively simplify their IT business continuity infrastructure."

The Asempra BCS works with existing storage arrays to provide transaction-aware, continuous data protection for structured and unstructured data types. Asempra supports Microsoft Exchange, Windows file servers, and SQL database applications, such as Microsoft Sharepoint Portal Server and custom applications for real-time industries like healthcare, transportation, and financial services. Data protection and recovery is supported over existing Internet Protocol (IP) LAN or WAN networks, providing a remote disaster recovery solution. Integration with existing tape libraries is provided through a standard interface for tape archival products

including Veritas NetBackup, Legato NetWorker, and Tivoli Storage Manager to fully utilize existing software to store data to tape.

"The complexity and cost associated with backup, disaster recovery and business continuance places a heavy burden on corporations," said Steve Duplessie, senior analyst and co-founder of Enterprise Strategies Group. "The Asempra Business Continuity Server simplifies the process by providing real-time backup, with instant recovery and guaranteed data integrity. The BCS eliminates the possibility of data loss inherent with point-in-time backup strategies, and dramatically reduces recovery time of your mission-critical data. The BCS not only makes recovery operations work - it does it at a price point that everyone can afford. That's the most compelling part of the equation."

For more information about the Asempra Business Continuity Server, please visit www.asempr.com.

About Asempra Technologies

Asempra Technologies is a leading provider of real-time recovery management solutions, which deliver continuous data protection with guaranteed data integrity and instant recovery. The Asempra Business Continuity Server™ leverages existing IT infrastructures and reduces the management complexity and tools required for today's data protection needs. Asempra is headquartered at 640 West California Avenue, Suite 110, Sunnyvale, California 94086. For more information, please call 408.215.5800 or visit www.asempr.com.

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