

For more information, contact:

Kevin Woo
Barrett Marketing, Inc.
650.637.0680

kevin@barrettmarketing.com

Debbie Perry
Asempra Technologies
408.215.5813

dperry@asempra.com

BUSINESS CONTINUITY SERVER FROM ASEMPRA TECHNOLOGIES TO REDEFINE DATA PROTECTION AND BACKUP AND RECOVERY MARKETS

Real-time recovery management solution provides data protection for Microsoft Windows applications; guarantees data integrity and instant recovery.

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

Asempra Technologies, a pioneer in the development and implementation of enterprise-level business continuance and real-time recovery management solutions, today announced the Asempra Business Continuity Server™ (BCS), a real-time recovery management platform that delivers transaction-aware continuous data protection with guaranteed data integrity and instant recovery. The Asempra BCS protects application data in its most efficient form - at the byte level - as transaction events occur in real-time, protecting organizations against data loss and downtime. Implementing an Asempra BCS solution eliminates backup windows, and recovery point objectives approach zero data loss.

The Asempra BCS provides data protection for Microsoft Exchange, Windows file servers, and SQL database applications by protecting data over LAN and WAN networks. Integration with existing tape storage systems 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.

“Deploying the Asempra Business Continuity Server enables us to reduce the risk of data loss and recovery downtime by orders of magnitude over what we’ve seen from existing data protection solutions,” said David Kronick, CIO, CD&L. “I was interested in improving the data protection and recovery SLAs we provided to end users while simplifying my infrastructure to reduce costs. Asempra provided a solution I was unable to find anywhere else.”

Utilizing any standard iSCSI or Fibre Channel (FC) storage, the Asempra BCS protects data into its continuous object store enabling optimal performance and storage efficiency. The Asempra BCS can scale to meet the needs of specific customers. The solution can instantaneously recover granular data, such as an individual email, as well as global data across multiple servers, up to a complete data center. Storage usage is reduced up to 90 percent or more by protecting I/O transactions at the byte-level.

“The Business Continuity Server provides customers with peace-of-mind knowing that their data is safe, secure, and immediately accessible should they experience a disruption in normal business operations,” said Marty Ward, vice president of marketing and products, Asempra Technologies. “The BCS is designed to work seamlessly with any storage device, ranging from HP and StorageTek to IBM and EMC. This provides investment protection for customers who want to easily integrate the Asempra Business Continuity Server into their IT infrastructure.”

The Asempra BCS is the first and only recovery management solution that provides the combination of real-time data protection and instant recovery independent of data set size, enabling companies to: eliminate the risk of data loss and inconsistent data recovery; dramatically reduce the complexity of the backup and recovery process; and reduce expenses associated with data protection and disaster recovery infrastructure.

Features of the Asempra Business Continuity Server include:

Transaction-aware Continuous Data Protection (CDP): The Asempra BCS transparently and continuously protects application data as events occur in real-time. This feature provides recovery-consistent data at any point-in-time.

Delta Reduction of Protected Data: The BCS reduces storage for data protection up to 90% or more by protecting I/O transactions at the byte-level.

Virtual On-Demand Recovery™ (VODR): VODR makes recovery independent of the data set size. Once recovery is initiated, users can restart an application immediately. The BCS recovers the data the application needs on demand, enabling recovery time objectives (RTO) to be measured in seconds. By being transaction-aware, Asempra's BCS is a scalable solution that can recover granular data from a single email message up to a complete data center.

Write-Once Read-Many (WORM) Protected Data: The BCS continuously stores corporate data in a WORM format and verifies protected data against application primary data during every I/O transaction.

Time and Event-Indexed Data: Provides recovery time granularity (RTG) in seconds.

Real-Time Event Journal: Delivers recovery point objectives (RPO) approaching zero.

Policy Engine: IT organizations can automatically set and manage data retention characteristics according to corporate service level agreements (SLAs) and compliance regulations.

Continuous, Transaction-Oriented Object Store: By being transaction-aware, the BCS provides granular data recovery from an email message up to an entire data center and instant access to consistent data from any point-in-time.

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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