

What The Experts Are Saying About Asempra™

“BEST of Connections, Finalist” - Exchange Connections, November 2007

The Editors
Windows ITPRO

“...Kruger, who had been using Symantec's NetBackup, started looking for software that would let him meet his backup window, keep enough backups and recover data more granularly. He found Asempra's Business Continuity Server, which recovers Microsoft Exchange, SQL Server and file server environments. With Asempra's software, Kruger was able to recover data Safford employees from seconds not hours or days before...”

Deni Conner
NetworkWorld

“Outstanding Choice”

James Rogers
ByteandSwitch

“... focusing on one very specific problem (rapid recovery of Windows applications) and explaining in detail how they tackle that problem. Asempra makes a strong case that they're a viable player in a highly competitive market.”

Bob Scheier
Tech Trends

“The thing that sets Asempra's product apart from other solutions on the market is its Virtual On-Demand Recovery. .. With this patented feature, BCS lets you restart your application within seconds after a failure while the data restore continues in the background. Further, you also get on-demand availability of data during the restore: You can request, say, an email message, and even if it hasn't been restored yet, BCS will retrieve it for you.”

B.K. Winstead
WindowsITPro

Top 10 Start-ups to Watch in the Storage Market.

The Editors
ByteandSwitch

“Cool Vendors in Data Protection,” March, 2006

Carolyn DiCenzo, Research Vice President
Dave Russell, Research Vice President
Gartner

"Data protection is crucial to every business owner. No business can afford the loss or corruption of key data. Yet existing data protection approaches that attempt to ensure business continuity may not protect all the data all the time. For Windows environments, Asempra's Business Continuity Server 2.5 corrects those deficiencies. Asempra provides a rapid recovery experience for applications and data that is measured in seconds or minutes (rather than hours or worse). What's there not to like?"

David Hill, Founder and Analyst
Mesabi Group

"Given the growing importance of regulatory compliance and e-discovery, companies need to manage their business records in email just like they do any other documents. However, rapid growth in email content and the business records contained in email stores make message recovery, search and e-discovery increasingly difficult. Asempra's Business Continuity Server 2.5 allows organizations to recover a single email, an information store, or an entire Exchange server quickly and with a minimum of effort."

Michael Osterman, President
Osterman Research

"Asempra's Business Continuity solution is designed to leverage existing hardware, operating systems, and application environments to turn an IT infrastructure into a real-time recovery management platform. This is especially crucial for organizations that need to meet compliance requirements as well as insulate themselves from threat risks that could compromise the accessibility of their data and ability to conduct business. With the ability to support Microsoft Windows, one of the most widely deployed operating systems, along with associated software on physical as well as virtual VMware environments, Asempra's latest version of Business Continuity 2.5 makes DR and BC practicable and achievable for the Windows dominated SMB market place."

Greg Schulz, Founder/Senior Analyst, author "Resilient Storage Networks"
StorageIO

"The management complexity and cost of solving data protection and recovery issues today is rooted in the fact that it takes multiple tools to deliver a compelling solution in data centers. Asempra's Business Continuity Server 2.5 offers new usability to the mid-market, integrating data protection and disaster recovery services that enable more granular data protection, rapid recoveries, and the assurance of usable data."

Doug Chandler, Director for Storage Software and Services
IDC

"The substantial costs and complexities of protecting data in the Windows environment is one of the most critical IT issues facing mid-market companies. The Asempra Business Continuity Server dramatically simplifies and reduces the cost of data protection with its instantaneous data availability, guaranteed data usability, and ability to solve the critical IT business issues of disaster recovery, business continuity, recovery management, e-discovery, and compliance and governance. With the new features of BCS 2.5 - such as VMware support, support for Microsoft clustering, and seamless integration with tape technology, Asempra continues to lead the mid-market with new and innovative solutions."

Steve Denegri, Founder Storage Analyst
Denegri Group

“For business-critical applications that require rapid data recovery and zero loss of data, traditional schedule-centric, tape-based approaches to protecting and restoring data are no longer efficient. Regardless of size or type of data, Asempra’s Business Continuity Server delivers granular and real-time recovery, serving up the application and data immediately, and with guaranteed data usability.”

Lauren Whitehouse, Analyst
Enterprise Strategy Group (ESG)

"The protection of company data is one of the most critical issues facing mid-market IT. With the loss or corruption of essential data so damaging to daily business operations it is surprising that current data protection products often do not protect all the company’s data. Asempra's Business Continuity Server (BCS) 2.5 solves this problem for Windows environments. The BCS insures almost instantaneous application availability (in seconds or minutes) and delivers data that is always usable on the first recovery.”

Sonia Lelii, Storage Research Analyst
Aberdeen Group

“... what makes Asempra Technologies stand out is that it picked the right target – Microsoft Exchange – and launched with features that make it competitive...right out of the gate.”

The Editors
ByteandSwitch, Top 10 Start-ups to Watch

“Small and medium businesses are rapidly turning to real-time recovery management solutions to help alleviate the cost and complexity associated with business continuance. Asempra’s Business Continuity Server simplifies the backup and recovery process by providing real-time backup, with instant recovery and guaranteed data integrity. Asempra has created a solution that's reliable and easy-to-use, with a price SMBs can afford.”

Dianne McAdam, Director, Enterprise Information Assurance
Clipper Group

"Given the current regulatory and legal landscape, companies need to manage email as business records just like they do any other form of communication. However, the growing volume of email creates challenges for message recovery, search and legal discovery. Asempra's Business Continuity Server allows IT managers to recover an email, an information store, or a complete Exchange server quickly and with a minimum of effort."

Michael Osterman, President
Osterman Research

“The complexity and cost associated with backup, disaster recovery and business continuance places a heavy burden on corporations. 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. 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.”

Steve Duplessie, Senior Analyst & Co-Founder
Enterprise Strategy Group (ESG)

“The importance of data places increasing demands on every company's backup and recovery infrastructure. This poses particular challenges for IT administrators at mid-market companies, who are forced to manage increasing amounts of data with limited budgets and very little staff. Asempra's Business Continuity Server delivers the enterprise robustness mid-market customers need, and does it at an affordable price.”

Mike Karp, Senior Storage Analyst
Enterprise Management Associates

“Asempra's CDP is transaction-aware and application-specific. Its technology communicates directly with Exchange, SQL Server and Windows file systems (including CIFS). Before a transaction is copied, it checks the integrity of all of the data prior to forwarding it to the recovery server. This allows Asempra to detect data corruption as it occurs and provide a marker to determine the best recovery point.”

Marc Staimer, President and CDS
Dragon Slayer Consulting

"Small and medium sized enterprises are constantly grappling with how to cost effectively keep their applications available and their data protected on a continuous basis. Asempra's Business Continuity Server™ provides small and mid-market companies with the instantaneous application availability and real-time continuous data protection they need to keep their business up and running. The Business Continuity Server is an extremely well priced Windows application aware solution that consolidates the needs of backup, business continuity, disaster recovery, recovery management, compliance and governance into one, simple-to-use product.”

Sonia Lelii, Storage Research Analyst
Aberdeen Group

“Organizations still struggle with protecting valuable information assets. Enterprise Strategy Group (ESG) research depicts a bleak picture with more than half of IT users fear that current backup processes leave data unprotected. Asempra enables its customers to protect data from a recovery perspective ensuring that applications are protected up to the second.”

Brian Babineau, Analyst
Enterprise Strategy Group (ESG)

“Being able to recover and access mission-critical data at any point in time with application and transaction integrity is a powerful capability traditionally associated with large expensive enterprise solution offerings. Mid-level companies are often budget - and resource-constrained to adequately address this fundamental data management function. From the initial wave of CDP time centric recovery solutions we now see the rise of complete and comprehensive data protection offerings like Asempra's Business Continuity Server solution that tackle the fundamental issue of application integrity and transaction consistency for data usability assurance coupled with dynamic recovery, restoration and restart capabilities.”

Greg Schulz, Founder/Senior Analyst, author "Resilient Storage Networks"
StorageIO

"The requirements for data protection today go way beyond just backup. Organizations need to be able to restore data quickly, reliably, and completely when they need to -- to avoid costly downtime, additional IT expense, and unusable data. Asempra's Business Continuity Server transforms the way mid-market companies approach data protection, enabling them to meet -- and even exceed -- SLAs for the protection and recovery of Windows-based applications, files, and volumes. The ROI of this product is potentially huge, calculated from the very first recovery."

Heidi Biggar, Analyst
Enterprise Strategy Group (ESG)

"The management, complexity, and cost of solving data protection and recovery issues today is due in large part to the fact that it takes multiple tools to keep business applications running in the data center. Asempra's Business Continuity Server works with existing hardware, OS, and application environments and offers continuous access to applications and data while reducing overall cost."

Tom Coughlin, President
Coughlin Associates

"As organizations look at redefining data protection processes, they measure recovery operations in terms of how old the data is when a recovery takes place. Enterprise Strategy Group research indicates that almost 80% of recoveries occur on information that is less than 7 days old. This suggests organizations must increase the frequency and speed at which backups and recoveries are done. Asempra's Business Continuity Server combines disk based backup, continuous data protection and other emerging data protection features to reduce the time it takes to recovery data as well as minimizing the risk of data loss."

Brian Babineau, Analyst
Enterprise Strategy Group (ESG)

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