



## ShadowProtect® Elevator Pitch

Mr/s Prospect would you be interested in restoring a server in 3 – 5 minutes back to its exact state from 15 minutes ago for typically less than the maintenance on your existing backup product?

## ShadowProtect Value Proposition

We enable our customers to reduce data loss to minutes and have almost instant disaster recovery of their servers and do it often for less than the maintenance on your existing backup product – is that of interest?

## “Cheeky” Cold calling Suggestion

I was going through our customer list and realised that you have not yet purchased ShadowProtect – our near instant disaster recovery solution that restores a server in typically under 5 minutes – would you be interested in a demo?

| Objective  | Question  | Technology                    | How ShadowProtect eliminates the problem  |
|--|---|-------------------------------|---|
| <b>Eliminate Recovery Windows (System volume and complete servers)</b> | If your server crashes, would you like to get it up and running into full production in typically less than 5 minutes using VirtualBoot™?             | VirtualBoot                   | VirtualBoot delivers almost instant disaster recovery. It enables a 150GB, 2.5TB or even a 30TB server to be restored in typically 3 – 5 minutes back to its exact state from 15 minutes ago.   |
| <b>Eliminate Recovery Windows (files &amp; folders)</b>                | Would you like to restore a single file or folder in typically less than 20 seconds each and every time?  | Quick Mount                   | Right mouse click on any 15 minute incremental backup, select quick mount, and in seconds you are able to restore any file or folders rapidly.  |
| <b>Eliminate Backup Windows</b>  | Would you like to eliminate backup windows once and for all?  | Sector based Backups          | Traditional file based backup products backup the same file, day after day, week after week, month after month. Using ShadowProtect a SECTOR (smallest unit of measure on disk) is only ever backed up once. It never gets backed up again unless it changes. This combined with 15 minute backups mean we can protect data in real-time with almost zero impact. |
| <b>Eliminate Data Loss</b>   | Would you like to never lose more than 15 minutes of data or database transactions?   | Real-Time Backups             | Using the latest in 4th generation Real-Time Recovery technology, ShadowProtect protects your data and databases (e.g. Exchange, SQL, Oracle, SharePoint, etc) every 15 minutes with absolute integrity & recoverability without agents or options.   |
| <b>Eliminate Migration Pain</b>  | Would you be interested in migrating say a 3TB server with perhaps 10 minutes of downtime?  | IME™ – HeadStart Restore™     | HeadStart Restore “pre-starts” a restore job in the background, leaving the last few 15 minute incremental backups ready – but not yet installed. Simply finalise the restore, reboot and you are back in full production within minutes with no data lost and almost zero impact on users.   |
| <b>Eliminate Cost &amp; Complexity</b>                                 | Would you like to solve your backup, recovery and disaster recovery problems for typically less than the maintenance on your existing backup product? | Single, integrated technology | StorageCraft have always been focused on delivering exceptional value for money. We deliver a complete backup, recovery and disaster recovery solution at an affordable price.  |

# RESELLER QUICK REFERENCE GUIDE

## STORAGECRAFT. SHADOWPROTECT 4

### ShadowProtect Inclusions

|   |  |          |
|---|--|----------|
| <b>VirtualBoot</b>                        | Near Instant Disaster Recovery – restore a server in minutes from 15 minutes ago | Included |
| <b>Hardware Independent Restore™</b>      | Restore to totally different hardware or virtual                                 | Included |
| <b>Virtual Converter</b>                  | Automated migration to virtual systems   | Included |
| <b>Management Console</b>                 | Centrally manage hundreds of servers   | Included |
| <b>Manual HeadStart Restore™</b>          | Real-time migration with almost zero downtime                                    | Included |
| <b>Self-Healing backups</b>               | Automatically heals a broken incremental chain                                   | Included |
| <b>Granular Recovery for Exchange™</b>    | Restore Exchange mailboxes in seconds  | GRE      |
| <b>Offsite Replication (IME™)</b>         | Replicate your data offsite for archival and remote disaster recovery            | IME      |
| <b>Enterprise Disaster Recovery (IME)</b> | With Automated HSR™ real-time Disaster Recovery                                  | IME      |
| <b>WatchDog Software</b>                  | Centralised graphical dashboard – one view of ShadowProtect backup status        | WDS      |

### Overcoming objections – answer almost ANY objection with:

If one of your critical servers were to crash at 17:31pm today, would you like to be able to restore it by 17:35 to its exact state from 17:30 – losing just one minute of data?

What would be the business impact if it took 2 days to rebuild the server and you lost 8 hours of data per user – 800 hours for 100 users? We deliver almost instant DR.

### Objection: I still need tape for offsite archival

Some of our customers still use tape for offsite archival – we simply backup the Image Repository to tape using one license of your existing software. In fact, many of our customers are already migrating to our offsite backup service – that replicates your backups offsite and eliminates the need to use tape using StorageCraft ImageManager Enterprise™.

### Objection: I don't have any budget!

Actually, that was the same with most of our customers, when they realised they could solve their backup and recovery problems for less than what they were actually spending today – they got really excited. Once they pilot it, almost everyone purchases as it delivers exceptional value, especially when you consider many customers can migrate for free (typically customers will need 15+ servers).

### Your Notes:

[www.storagecraft.com.au/VirtualBoot](http://www.storagecraft.com.au/VirtualBoot)

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