



STORAGECRAFT[™]
Technology Corporation

Leading the Way to Safer Computing

**DISK-BASED BACKUP AND DISASTER RECOVERY
AS A MANAGED SERVICE**

StorageCraft Technology Corporation – Leading the Way to Safer Computing
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Executive Summary:

Businesses today have become brutally aware for the need for rapid backup and disaster recovery. No matter their size – whether small SMBs, medium-size companies or large enterprises, most businesses know they need to restore their critical systems and data rapidly, in a matter of minutes, in order to minimize the impact of lost productivity. Disk-based disaster recovery addresses these concerns and enables businesses to recover from a catastrophic failure in minutes, rather than days.

For managed service providers (MSPs) who are in the business of protecting their customers' critical systems and data, including a backup and disaster recovery software in their overall security solution is a must. But the costs of licensing such software can be prohibitive. MSPs with small business clients have concerns that clients may or may not be in business in a few months' time. For other MSPs, they may have clients whose needs can change drastically in a year. These scenarios make up-front payment of full software licenses unreasonable for MSPs.

The solution is a scalable plan that allows customers a way to purchase a managed solution without prepayment of traditional software licenses. This solution includes special tiered licensing plan specifically tailored for MSPs, which provides software licensing on a month-to-month basis.

Disk-based backup and Disaster Recovery

Disk-based backup and disaster recovery allows for rapid recovery of systems and data through disk imaging technology. StorageCraft ShadowProtect™ allows administrators to create real-time images of the systems and data in an enterprise throughout the day. There is no noticeable performance impact on systems, even when images (backups) are taken every 15 minutes, eliminating backup windows for most organizations.

The logo for ShadowProtect™ features the word "SHADOW" in a bold, black, sans-serif font, followed by "PROTECT" in a bold, red, sans-serif font. A small "TM" trademark symbol is positioned to the right of "PROTECT". Below the text, there is a faint, horizontal reflection of the logo.

Because ShadowProtect stores backup images to disk media, restoring images is extremely rapid when compared to recovery from tape. With tape, you must find the proper tape media, load it, catalogue it and then restore the needed file, folder or server volume. ShadowProtect image files, on the other hand, can be restored in minutes. Each ShadowProtect image file is compressed, password protected, encrypted and encapsulated. It can be a full image, differential image—with only the changes from the last full image, or a high-speed incremental image.

Data Protection as a Managed Service

The StorageCraft Managed Service Provider (MSP) Partner Program gives MSPs, Value-Added Resellers (VARs) and other resellers the opportunity to sell Disk-based backup and Disaster Recovery as a service.

Rather than offering traditional software licenses, the StorageCraft MSP Partner Program allows MSPs to offer their customers a low start-up cost for acquiring StorageCraft ShadowProtect disk-based backup and disaster recovery. Instead of paying the entire price for software licenses and maintenance up front, the customer can purchase data protection on a monthly subscription basis.

How It Works

Once MSPs join the StorageCraft MSP Partner Program, StorageCraft bills the MSP each month for the total number of license activations used in that particular month. If a customer discontinues using a license, the MSP may relocate the license to another location – or drop the license altogether. The MSP is not charged for more licenses than their customers are using.

NOTE: There is a minimum license allotment required for each participating MSP: five ShadowProtect Server Edition™ licenses or 40 ShadowProtect Desktop Edition™ licenses).

The MSP is billed for the total number of activations used under its serial number, accounting only for licenses *used during the month*. In the example below, the MSP is licensing 300 ShadowProtect Desktop Edition software licenses, 200 ShadowProtect Server Edition licenses, and 150 ShadowProtect Small Business Server Edition licenses. (See figure 1.)



Monthly MSP Report

DATE: 17-Aug-09

StorageCraft Technology Corporation
 121 West Election Road, Suite 110
 Draper, UT 84020
USA
 Phone: 801.545.4700
 Fax: 801.545.4705

MSP ID:	
MSP Name:	
Address:	
City:	
State:	
Zip Code:	

Directions
 - Enter Quantity Currently Deployed. Price will be Calculated Automatically -

Quantity Deployed	DESCRIPTION	Monthly PPU	Total Monthly Fee
300	ShadowProtect Desktop Edition	\$ 3.33	\$ 999.49
200	ShadowProtect Server Edition	\$ 21.79	\$ 4,357.43
150	ShadowProtect SBS Edition	\$ 15.38	\$ 2,306.99
SUBTOTAL			\$ 7,663.91
TAX RATE			
SALES TAX			\$ -
TOTAL			\$ 7,663.91

Figure 1

This method of licensing represents significant savings on start-up costs for purchasing disk-based backup and disaster recovery. For example, the MSRP for a single license of ShadowProtect Server Edition is \$899. Volume pricing does apply based on the number of licenses purchased; however the start-up cost for one license is \$899.

Under the StorageCraft MSP Partner Program, a single license of ShadowProtect Server Edition is \$37 per month. This represents a very significant reduction in the start-up costs for customers participating in the StorageCraft MSP Partner Program.

Within the StorageCraft MSP Partner Program, volume pricing also applies to the entire number of StorageCraft ShadowProtect licenses an MSP purchases on behalf of its customers. MSPs will realize savings on each additional license they purchase, regardless of how many licenses an individual customer uses. So when an additional license is purchased, the total cost of all licenses drops. In the graph below, you will note that the cost per unit drops with each additional license purchased. (See figure 2.)

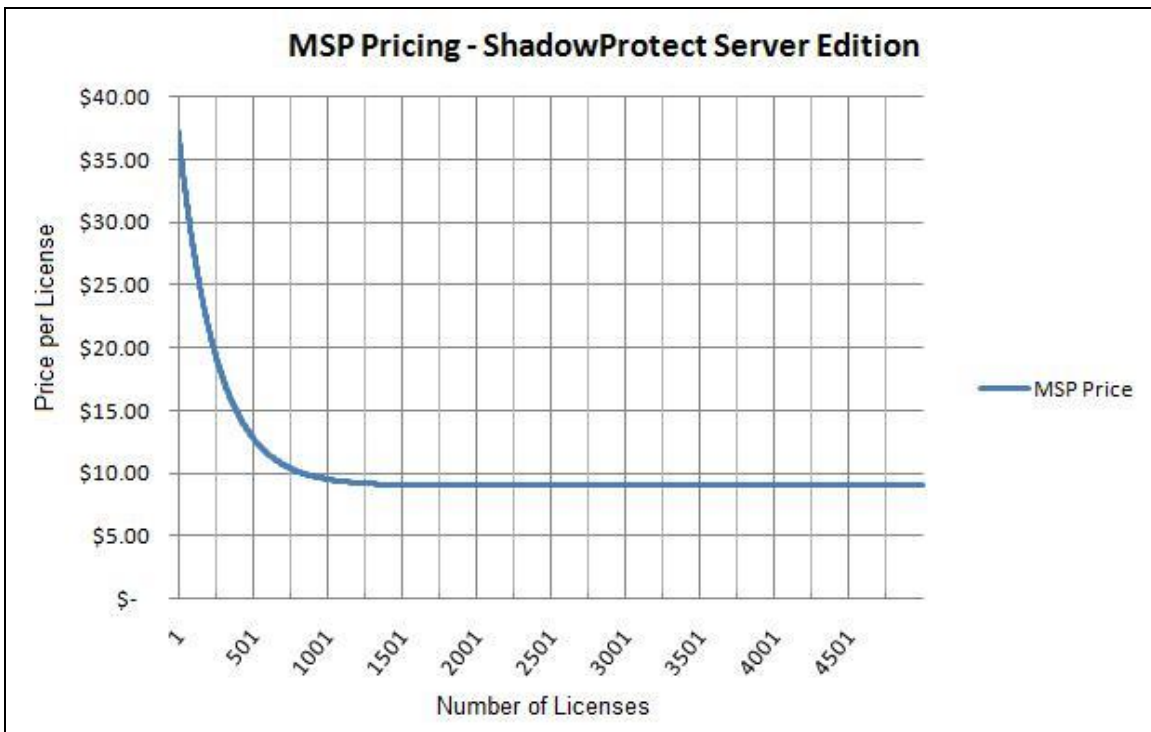


Figure 2

This gives MSPs the flexibility of offering customers disk-based backup and disaster recovery protection and service at any time. If a customer drops the service, the customer's software licenses can be relocated to another location, or discontinued altogether. MSPs are never charged for more licenses than they are using.

Program Benefits

The StorageCraft MSP Partner Program saves initial start-up costs by charging monthly subscription rates for ShadowProtect Server Edition and ShadowProtect Desktop Edition licenses. This means MSPs are able to predict backup and disaster recovery service costs for customers, no matter how long a customer remains a customer. In addition, licenses are portable. So if a customer decides to change the servers or desktops which are protected, the licenses can be moved. If the customer drops the service, it can be moved to another customer, or dropped altogether. The licenses for ShadowProtect Server Edition and ShadowProtect Desktop Edition belong to the MSP.

Volume discounts apply for each additional license purchased. So the cost of 100 licenses for ShadowProtect Server Edition is less than the cost of 99 licenses. Each additional license increases the price breaks available to MSPs.

Ultimately, the StorageCraft MSP Partner Program provides low cost and low risk for MSPs and their customers.

How to Join

To join the StorageCraft MSP Partner Program, MSPs first need to read the [MSP Partner Program Agreement](#) on the StorageCraft Web site. After reading and returning the signed agreement, MSPs may fill out the online [StorageCraft Partner Application](#) form to complete the process and become an MSP Partner.

MSPs are billed monthly for the ShadowProtect Server Edition and ShadowProtect Desktop Edition licenses which they use. MSPs must purchase a minimum of five ShadowProtect Server Edition licenses or 40 ShadowProtect Desktop Edition licenses to participate in the StorageCraft MSP Partner Program.

For more information, visit: http://www.storagecraft.com/msp_partner.php.
E-mail questions to partners@storagecraft.com or call 801-545-4700.