

## **CDP Gets Affordable for Small Business Continuous Protection for Windows, Linux, Exchange Servers**

October 24, 2006 -- Large corporations have long known that when their email and filesystems are down, they lose money. Now small to medium sized businesses are also feeling the pain.

But the capital expense of purchasing the hardware, software and hiring new IT staff made CDP cost prohibitive, and affordable CDP services designed for SMBs were not available.

But an innovative new service from NetMass, the safe data company, is changing that. NetMass CEO Mark Martin says that his company is set to make disaster recovery and business continuity a more affordable option.

The company's flagship ServerSafe product offers an affordable CDP service that gives smaller businesses the same CDP as used by large corporations, but without the painful pricing and deployment.

Martin explains that "a big difference is that ServerSafe CDP from NetMass is integrated into the backup application service, so CDP does not have to be purchased, installed and operated alongside another backup product. This results in significant cost savings."

Martin adds that there is no extra charge for the CDP functionality, an industry first, and the service charges by how much data is stored. According to Martin, this is ideal for SMBs that need CDP for mission-critical applications, but only need normal backup for human resources or payroll files that don't get changed so frequently.

This allows companies to implement CDP with predictable, controlled monthly costs instead of a large upfront investment.

According to NetMass President Stephen Perkins, CDP backup for Microsoft Exchange is one of the most popular features of ServerSafe. "Email is the critical form of communication, but it remains difficult to restore. Partial restores are painful and restores from tape are unreliable. ServerSafe makes Exchange restores quick and easy by taking Exchange back to your last known consistency point. You're up and running in seconds or minutes rather than hours or days with point-and-click restoration of messages back to individual mailboxes."

ServerSafe seamlessly supports open Exchange and SQL databases

Among other key advances included in the newest version are easy agentless deployment, centralized client management, the newest AES encryption, advanced data de-duplication technologies, a local restore option via a SAN, and superior, hands-free remote office backup.

ServerSafe from NetMass is a new breed of fully-managed remote disk-to-disk backup and recovery services that meet business data protection and continuity needs. With ServerSafe, you can use your internet connection to backup data from servers, PCs and laptops to a secure offsite storage facility, where it is available for recovery at any time. Valuable data is centrally managed, securely protected, and easily restorable. For a free 30-day trial of ServerSafe go to [www.netmass.com](http://www.netmass.com) or call 1.800.731.2737.

"Everything has changed over the last couple of years in the way companies protect remote and branch office data," said Martin. "Most companies can benefit greatly from this newer technology."

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**About NetMass.** NetMass, the safe data company, provides companies of all sizes highly secure and reliable remote backup solutions. Leveraging the efficiencies of the Internet, the company's software-based data backup service has been helping organizations realize secure offsite data protection, business continuity and regulatory compliance since 1998. With a robust lineup of products, NetMass delivers server backup, database backup, data storage, file sharing, remote access and disaster recovery services. NetMass, Inc. has offices in Dallas and Houston and has partners and clients around the world.

**Contact: Michael Reagan**  
**Phone: 1.800.731.2737 Ext. 5151**  
**Email: [mreagan@netmass.com](mailto:mreagan@netmass.com)**