



## The Challenge: Most Enterprises Unable to Adequately Backup Laptops

As the nature of corporate data becomes increasingly complex, mobile and diffuse, the owners of that data are finding it increasingly difficult to protect and secure that data. The facts alone are daunting:

- The volume of enterprise data is **doubling** every eighteen months;
- Over **38%** of corporate data resides on laptops that are never backed up;
- Only **32%** of enterprises report that they have adequate backup and restore practices in place.

As enterprises seek solutions to these problems, they face additional challenges of their own, including:

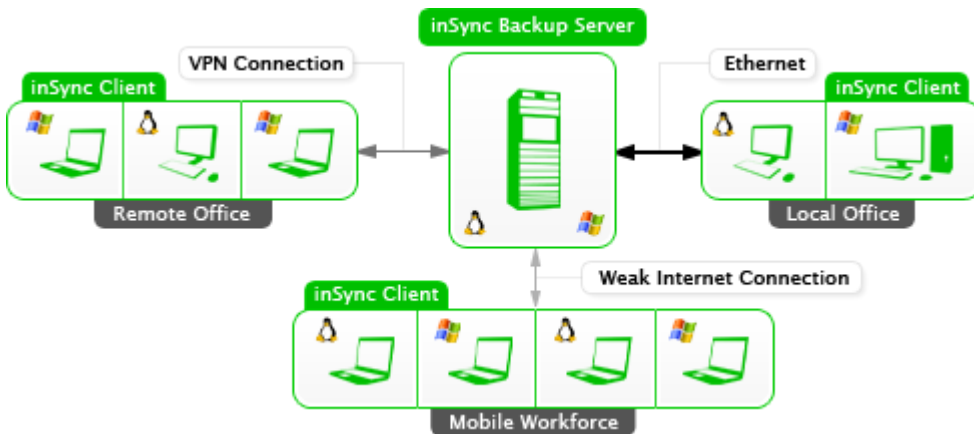
**Simple Non-intrusive Backups** - The single most important reason users avoid a backup solution is the interference it causes with their work.

**Limited Bandwidth for Remote/Mobile Workforce** – With a large number of users working remotely, bandwidth has become a critical bottleneck.

**Antiquated Mindset, Antiquated Technology** – Existing backup solutions were originally designed for servers and tapes, with the laptop just an afterthought. Most of these still depend on high resources and reliable network for backup.

## The Solution: Druva inSync Enterprise Laptop Backup

Druva inSync is fully automated laptop backup software which protects corporate data for office and remote users. It features simple backup, point-in-time restores, and patent-pending data deduplication technology to make backups up to 10 times faster.



With 80% data duplicated across enterprise users, application aware data deduplication used by inSync saves only a single copy of emails and documents resulting in over 90% bandwidth and storage saving. It's incredibly scalable "Blackbird" storage engine supports up to 16TB of dedupe data and over 2000 users on a single backup server. With inSync backups are simple, secure and completely non-intrusive.

## THE INSYNC ADVANTAGE

**Save 90% Bandwidth & Storage:**  
App-Aware Dedupe saves only a single copy of data duplicated across users.

**Invisible Backups:** Non-intrusive backups at convenient times.

**Near-CDP:** Timeline based, from the past restores.

**WAN Optimization:** Specially designed to facilitate remote laptop backup.

**Search Based Restores:** Users simply search to quickly restore the data.

## “ What Experts Say:

“Mobility has complicated backup and restore for many years. By addressing the pain points of bandwidth and performance (these) mobile computers finally stand a chance of getting proper protection with Druva. “

- Claus Edge, Industry Analyst

## Save 90% Bandwidth and Storage

The new application-aware source-based data deduplication technology makes backup highly efficient. It guarantees 100% duplicate elimination, saves over 90% backup time while making the best use of bandwidth and storage.



## Invisible Backups – Anytime, Anywhere

Druva inSync has been designed ground-up for laptops and especially for remote workforce. It securely performs the backup over corporate LAN, VPN and even on unprotected WAN. The backup server is reachable and responsive over the weakest links and automatically resumes backup across network disconnects.

## Near Continuous Data Protection

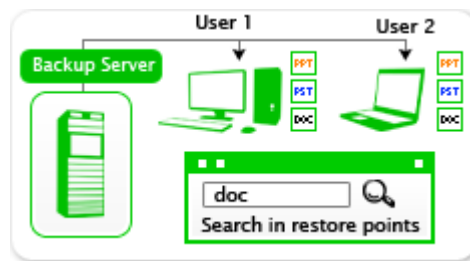
Using near-CDP Druva inSync backup server maintains point-in-time copies of data. The user, while restoring, sees a timeline view of data in form of multiple restore points. Each restore point is a full restore point and facilitates the user to restore data from any point in the past.

## WAN Optimization and Bandwidth Throttling

Druva inSync uses new Octopus WAN Optimization Engine to automatically detect network changes (WAN/LAN). It calculates optimal packet size and uses up to 8 threads to make the best use of available bandwidth. The inSync server also allows smart bandwidth throttling, based on percentage limits set for different available networks.

## Search Based Restores

Druva inSync with its search based, point-in-time restore feature allows users to search for file name or extension and quickly restore any point-in-time copy of the file.



## The Bottom Line: Focus on Mobility, Dedupe Saves Time & Storage

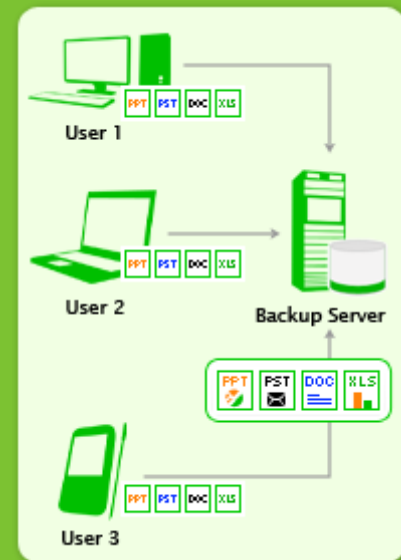
With corporate data loss growing 260% annually, enterprises need to be cautious about identifying a corporate laptop backup solution that fulfils their needs while being easy to adapt. Druva inSync is designed keeping mobility in mind. It ensures backups are simple, secure and non-intrusive. It uniquely combines data deduplication and near-CDP to define new standards of recovery time and point objects (RTO and RPO).

### “ What Experts Say:

"We received a lot of compliments from our employees, they are very happy with this new backup solution which functions fully in the background... at last... a secure, reliable and fast backup tool with a minimum of maintenance... a tremendous help in saving storage and allowing secure, non-intrusive backups on the move." - Hans Vermaak, Xerox Europe

## Industry's First App-Aware Data Deduplication

Application-aware deduplication relies on awareness of the application data format. It interprets the on-disk file as it were written by the application and identifies the logical blocks or messages within the file which have changed.



The deduplication algorithm removes duplicates at logical block or message level making deduplication 100% accurate and highly efficient.

Druva inSync v4 comes with an incredibly scalable "Blackbird" storage engine which supports up to 16TB of dedupe data and over 2000 users on a single backup server. It uses an embedded Oracle (no-SQL) database for unmatched performance and zero-maintenance!

**Druva Software**

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