

Pain Points Card.

What datastore 24 Cloud Backup
Architecture does to address customer
pain points



Customer Paint Points Card

Pain point category	Customer pain points	What datastore24 Cloud Backup architecture does to address it
SLA Compliance	Recovery is too slow for large recoveries or disasters	datastore24 cloud BU architecture offers local storage option which provides fast backups & data recoveries
	High rate of recovery failures & anxiety about the next recovery	Autonomic healing & restore validation testing provides certainty that data is recoverable
	Not ROBO BU & Recovery optimized with way too high BW requirements	Incremental forever BU, block level de-dupe, & compression w/BW throttling
Laptop Protection	Laptops cannot be protected by current solution	Easy to use GUI enables laptop fast BU & RECOVERY triggered by end user or MSP
Security & Compliance	Security concerns in terms of compliance to regulations	FIPS 140-2 certification guarantees compliance to regulations and encryption standards
	Too many data security issues including agent hacking	datastore24 DS-client doesn't listen so is not hack-able & data is encrypted before sent over the cloud
Agentless Technology	Way too much application disruptions or scheduled downtime due to current BU solution	datastore24 agentless mitigates or eliminates app disruptions or scheduled downtime
	Extremely high ongoing hidden agent costs	datastore24 agent-less eliminates hidden agent costs & reduces TCO
Overall cost of BU	Limited ability to reduce liability of aging backups nor match them w/lower value storage	datastore24 BU migrated to lower cost storage w/policy based data destruction w/certificate of destruction. Aligns value of data w/ cost of protecting it
Centralized architecture	Current backup solution not integrated in current service bundle or not centralized	datastore24 multi-platform is an all-in-one solution and defines the industry standard for Cloud Backup architecture
Expertise & consistency of BU process	Lack of expertise leads to lack of consistency & lack of trust of internal BU processes	datastore24 offers Best in Class Cloud BU solution w/ extensive experience & knowledge