



Dear Business Professional:

Thank you for your interest in Dr.Backup.

We believe that the more you learn about a company and its products, the better positioned you are to make a sound decision for your business. That's why we prepared this comprehensive information packet.

The following pages are jammed full of valuable facts you'll likely need to select the online backup solution that's right for you. We've also included a worksheet of key backup service features to use when performing a side-by-side vendor comparison.

With the cost of online backup protection approaching \$1 per day, just about any business can easily afford to protect their valuable computer files. So, if price isn't the determining factor in choosing a service provider, what is?

The answer is **service and support**.

Online backup can be a reliable form of data-loss insurance. However, as with any software-based application, it must be properly installed, configured and (most importantly) monitored on a regular basis.

If a vendor doesn't closely work with you - or your IT consultant - on each of these key steps, how confident are you that they can recover lost data in an actual emergency situation?

At Dr.Backup, our service motto is "**We've Got Your Back.**" We take this slogan very seriously and stand behind our service with a 100% customer satisfaction guarantee. Since 2001, we have specialized in helping small businesses to protect their most important asset – their data.

Please call us toll free at (888) 716-5816 or write us at support@drbackup.net to reach a service consultant - or to arrange for a 30-day no obligation trial of the Dr.Backup online backup service.

Best regards,

Mitchell Romm

Mitchell Romm
Managing Partner, Dr.Backup



Dr. Backup™
remote backup service



Are You Safeguarding Your Data?

Many businesses fail to fully safeguard all of their critical computer files. Financial journals, payroll records, inventory databases, email correspondence, customer lists and marketing materials are some of the most critical files on your computer. **If this information was suddenly gone, could your business survive?**

Virtually all PCs come equipped with a way of backing up critical data. It could be a floppy disk, zip drive, tape drive or CD/DVD writer. Even those systems with no internal backup hardware will support external Firewire or USB storage devices. The investment required to purchase a backup device these days is relatively low. So, when a user fails to perform backups, it is rarely due to lack of a computer storage device.

It takes time and effort to regularly identify critical computer data which must be archived. Additional expertise is required to implement a regular backup regimen. Only with proper **preparation and testing can one be truly confident of complete data recovery** in the event of a mishap.

Larger companies have dedicated Information Technology (IT) staff assigned to perform backups. Smaller companies do not, and even if they did, this person would typically be over-committed and consistently in fire-fighting mode...too valuable to do routine backups. Sadly, the very last thing on the daily to-do list of most small business owners is to perform a backup. And, as we all know, busy people frequently don't reach the end of their daily list!



If it takes a staff member just 15 minutes per day to oversee the backup process, and that staff member costs \$20 per hour, **you are probably already spending over \$100 per month** in direct labor alone - just monitoring the backups. That does not include the cost to maintain the equipment or to purchase initial or replacement media (tapes, CDs, etc.)

There are many questions you could ask yourself about data backups. These might include: If the employee responsible for backups goes on vacation or leaves the company, is another employee standing by ready to perform regular backups? Are backups being stored offsite in the hot trunk of car, melting away? **Has anybody ever tried to restore data from a backup archive?**

Business owners frequently don't realize that most **computer backups are not password protected or encrypted**. A disgruntled employee or competitor that gets a hold of one of your backups now has a list of all your customers and all your important financial information. To many, this is very scary!

Computers are very fragile electronic devices and threats to them are everywhere. In fact, lack of proper computer backups has led to an entire premium-priced service industry dedicated to retrieving data from failed computer disks. Per incident recovery fees of well over \$1,500 are common.

Something as simple as a spilled cup of coffee could completely destroy a computer rendering volumes of data unusable. A surge on the power line, disk drive malfunction, accidental format command, security vulnerability, software bug, stolen computer, a virus or **even a simple human error** could all cause irrecoverable damage to vital computer files. As we have seen recently, physical threats such as fire and flood, although infrequent, cannot be ignored.

Fact of the matter is that eventually all computers fail. They are electro-mechanical devices with moving parts. These parts have a finite service life and there is no way to tell exactly when they will fail.

It is always amazing how after an unexpected computer failure, no amount of money is too much to recover yesterday's critical data. Yet, often, business managers are reluctant to pay the **relatively small cost (\$1 or \$2 per day)** it takes to put a basic offsite backup solution in place.

* * *

So, what about your backups? The **Dr.Backup** remote backup service is a secure and cost-effective solution for many small-to-mid sized businesses that do not have the staff time or knowledge required to properly perform their own daily backups. Our HIPAA-compliant solution could just save your business!

Updated: 06-12-2008

8405 Cherry Laurel Ct • Laurel, MD 20723 • 301-560-4534 • info@drbackup.net • <http://www.drbackup.net>



About Dr.Backup

Founded in 2001, Doctor Backup, LLC (Dr.Backup) is a privately held, owner-operated company headquartered in Laurel, Maryland - just a few miles from our nation's capital, Washington DC.

We specialize in providing offsite backup service to small-mid sized businesses, helping them safeguard their most critical computer data.

Since we own and operate our own backup servers and storage network, we are able to provide clients with both high levels of reliability and exceptional value. Each month we perform over 50,000 offsite backups.

Over the years, we have restored millions of files from our secure storage archives centrally located in Dallas, Texas. Historically, service availability exceeds 99.9%.

Dr.Backup services clients from virtually all industry segments. We are most proud that our offsite backup service is widely used in doctor's offices - helping medical professionals achieve HIPAA compliance. We are the preferred online backup solution provider for 100s of computer service professionals nationwide and a member of the Microsoft Partner Program.

Our clients and resellers enjoy some of the highest levels of customer support in the industry. We take our service motto, "**We've Got Your Back**," very seriously, and stand behind our offerings with one of the industry's only 100% Customer Satisfaction guarantees.

Updated 7-17-2008



Overview of the Dr.Backup Online Backup Service

Protecting Your Most Valuable Business Asset - Your Data

Dr.Backup is an online computer backup service. Using an existing Internet connection, it transfers encrypted copies of your most critical computer data to a secure remote storage vault. This is usually done automatically each night, on schedule, without end-user intervention.

In the event of data loss, this process is reversed and missing data is retrieved (restored) from the storage vault and returned to your computer.

Many clients depend exclusively on Dr.Backup for their daily backups. Others use the service as a complement to their local tape or CD/DVD backups. In these cases, only the most critical data files (financial records, customer lists, etc.) are identified and backed up offsite. This better protects the client against physical threats such as fire, flood and theft.

Medical professionals frequently use Dr.Backup to help comply with the Health Insurance Portability and Accountability Act regulations. (HIPAA)

Implementing Dr.Backup is generally straightforward. The initial step is the installation of the online backup client software. Next, a backup set is created and important files and/or folders are identified. Finally, a backup schedule is selected. From that point forward, backups generally occur automatically, on schedule, without end-user intervention.

The initial transfer of data to the Dr.Backup storage vault can sometimes take an extended time period. However, after a full baseline of data is transferred, subsequent backup jobs finish quicker – since they capture only files that have changed since the previous run. At the conclusion of each backup, an electronic mail message is sent which contains the results of the job.

Many clients start with a 30-day, fully functional, free trial of the service. At the conclusion of the trial, if the customer agrees to continue with the service, payment information is required. However, changes to the existing running backup configuration are frequently not required.

Additional information is available on the web at <http://www.drbackup.net>



Why Choose Dr.Backup?

Not all backup services are created alike. We believe that our commitment to quality, innovation and customer service provides you the best value in online backup service.

Some of the features and benefits that set us apart include:

1. **100% Customer Satisfaction Guarantee.** Choosing Dr.Backup is virtually risk-free. If for any reason you are not absolutely delighted with the ease-of-use, safety or convenience of our service -- please let us know immediately. We will either fix the issue or refund 100% of your current monthly service fee.
2. **Charges are based on COMPRESSED data stored.** Many other online backup services charge based on the size of your uncompressed data. Compressing the data allows you to maximize your offsite backup storage investment. And, there's no setup fee and never any per-backup or per-restore charges.
3. **Full reporting and logging of all backup sessions.** At the conclusion of each backup, notification messages are automatically transmitted to the email address you specify. Each file backed up is identified and any files which could NOT be backed up are noted.
4. **We notify you if you don't backup.** An account "watchdog" timer continuously reviews all active accounts and sends an email notification to clients which have gone inactive for over 7 days. This proactive monitoring is especially useful to office managers who are responsible for the safety of data on multiple devices.
5. **Completely unattended operation.** An automated backup scheduler is installed on your machine. It quietly runs as a background application in the system tray. Optionally, you can install it in Windows task scheduler for use on unattended servers. The scheduler wakes up at the specified time and runs a backup. No more waiting around for backups to complete. Let them run at night while you sleep!
6. **You have complete control over online file retention.** You can set how many backup versions to keep online -or- the absolute number of days to keep a backup. You can also protect your files against accidental deletion by keeping the last version of a file online. Even if you delete a file from your local drive, the online version will still be intact.



7. **Group files into logical backup sets.** Logically organize your files into separate backup sets and you can dramatically speed up your backup and restore times. This feature is great for archiving specific projects or for permanently archiving last year's files.
8. **Multi-user Setup.** Maintain unique accounts for each PC, laptop or server. All accounts are configured and managed individually, yet all can share the same pool of online storage, maximizing the use of your storage space.
9. **Complimentary account overdraft and grace period on excess storage usage.** It's tough to always predict how much you need to backup...so we make it easy for you. Exceeding your storage quota by up to 10% is never a problem. Need even more? We give you a 30-day grace period to evaluate your needs and upgrade to a new package. Your backups keep working during this period!
10. **Strong encryption is built-in.** You have your choice of seven (7) different encryption algorithms including the ultra-secure 448-bit "Blowfish." Because you alone have the encryption key, your data is completely secure on our offsite servers. Plus, we are fully compliant with the HIPAA security rules governing data protection.
11. **Mapped drive support.** Reduce administrative time by concentrating the backup of multiple PCs onto a single machine using shared volumes. Backup both Windows and non-Windows computers which are visible through a mapped drive.
12. **Live customer support.** We offer phone, web and email support by trained technicians. Your calls are NEVER transferred offshore to a generic call center.
13. **Secure "iSupport" remote control assistance.** You and the Dr.Backup technician can simultaneously view your computer screen and work through any trouble. iSupport can be used on-demand and is compatible with most commercial firewall products. No more trying to explain over the phone what you see on your screen. In most cases, this technology dramatically reduces the amount of time required to diagnose and repair a problem.



Technical Overview and Major Features and Benefits (Remote Backup Client - Version 11)

Feature	Benefit
Business-quality client software available for Windows 7, 2008 Server, Vista, 2003 Server, XP, 2000 Server/Pro	Offsite backup service for PCs, laptops and servers running Windows 32 and 64-bit operating systems
Flexible, scheduler so backups can be automatically initiated during off-hours – or run on demand	Unattended operation using a broadband Internet connection. Uses Windows Task Scheduler to operate quietly in background.
Military-grade encryption with data secured by a private encryption key	Helps you to meet HIPAA, SOX, SEC/NASD & GLB regulations for information security and privacy
Mapped volume support to backup any device visible as a drive letter* from your Windows PC <small>* Additional file sharing software may be required</small>	Backup up information stored on network shares – including NAS storage and networked Unix and Mac workstations
Email notifications are sent after each backup completes. A log file provides a complete list of all files backed up and alerts you to any potential problems	Summary email notification may be sent to multiple users. This enables you and your IT consultant to verify backups are properly operating
Automatically include (or exclude) files based on file extension using the Auto-select configuration option (i.e., exclude *.mp3)	Backup or exclude application-specific data files without knowing exactly where these files are located on your computer
User-configurable version control system maintains edit history (generations) of files based on number of days online or number of backups performed. Optional feature to always keep last version of a file online (never purge)	Quickly restore lost or deleted files using “self-serve” Explorer-like client. Recover the most recent version or any previous generation stored online.
Built-in SQL Agent permits you to backup open Microsoft SQL databases with complete fidelity if you have authentication credentials for the database.	SQL-based databases can be safely backed up with no need to shutdown the underlying software application.
Built-in Open File Agent (OFA) “snapshot” technology makes an on-disk copy of any file inadvertently left open or locked by an application	Files unintentionally left open, including Microsoft Outlook email, can now be backed up using Open File Agent technology. Previously, these files may have been locked
System State and Active Directory databases found on many Windows Servers can now be automatically backed up using built-in agent software.	Recover your Windows Server system state configuration in the event of a failed software installation or corrupted Active Directory.
Incremental backups use the file-modified timestamp field to determine when a change occurs.	Online backups and local tape (or disk) backups can co-exist on the same system with reduced scheduling difficulties and less configuration complexity.
Block-mode differential backups can detect and backup changed records within a file. This results in faster incremental backups	BitBackup technology can dramatically reduce the time needed to perform large file backups.
Offsite backups can be securely mirrored to a local USB or NAS storage device. (optional)	Data restore operations bypass the Internet and use local mirror copy of data for extremely fast restores at LAN speeds.

Updated: 08-24-2010



Remote Backup Service Package Plans

www.drbackup.net



If for any reason you are not absolutely delighted with the ease-of-use, safety or convenience of our service -- please let us know immediately. We will either fix the issue or refund 100 percent of your monthly service fee.

All packages include Microsoft Windows®-compatible backup software for use on one (1) PC, laptop or server. Licensed users can perform an unlimited number of backups and restorations using an existing Internet connection. While each Windows device must have its own license, disk storage is 'pooled' across all sub-accounts in the selected plan. Custom quotes are available for larger installations.

Service Description	Per Month	Per Month 1-YR Prepaid*
Starter Package (RBS-MB-002) Starter service for small business. Includes one (1) software license and 1,000 MB (1 GB) of compressed server storage. Protects approximately 2,000 MB of uncompressed user data.	\$20.95	\$18.85
Standard Package (RBS-PE-010) Business class service. Includes one (1) software license and 10,000 MB (10 GB) of compressed server storage. Protects approximately 20,000 MB of uncompressed user data.	\$32.95	\$29.65
Professional Package (RBS-PR-010) Business class service. Includes one (1) software license and 20,000 MB (20 GB) of compressed server storage. Protects approximately 40,000 MB of uncompressed user data.	\$59.95	\$53.95
SMB Package (RBS-SM-010) Business class service. Includes one (1) software license and 30,000 MB (30 GB) of compressed server storage. Protects approximately 60,000 MB of uncompressed user data.	\$83.95	\$75.55
LAN Package (RBS-LA-010) Business class service. Includes one (1) software license and 40,000 MB (40 GB) of compressed server storage. Protects approx. 80,000 MB of uncompressed user data.	\$104.95	\$94.45
Workgroup Server Package (RBS-WG-010) Workgroup server backup package. Includes one (1) software license and 100,000 MB (100 GB) of compressed server storage. Protects approx. 200,000 MB of uncompressed user data.	\$209.95	\$188.95
* Includes a 10% prepaid annual contract discount.		

Options	Per month	Per Month 1-YR Prepaid
Additional PCs (sub-accounts) (RBS-ID-001) Add PCs to any backup plan by purchasing additional software licenses. Disk storage pool is shared by all systems in the selected plan.	\$5 each	\$4.50 each
Additional Backup Storage Space (RBS-DS-001) All customers are permitted to 'overdraft' their allocated disk storage space by 10%. Additional storage may be purchased if required.	CALL	N/A

Prices effective 1/1/2012



Remote Backup Service – Data Warehouse Package

www.drbackup.net



If for any reason you are not absolutely delighted with the ease-of-use, safety or convenience of our service -- please let us know immediately. We will either fix the issue or refund 100 percent of your monthly service fee.

For clients that want the security of online backup for **more than 20 GB** of compressed data storage, our **Data Warehouse Package** allows the backup of larger quantities of static data at a substantially discounted price.

The Data Warehouse Package includes Microsoft Windows®-compatible backup software for use on one (1) PC, laptop or server. Additional PCs can be added to the service package as sub-account(s) with disk storage 'pooled' across all devices. Users can perform an unlimited number of backups and restorations using any broadband Internet connection.

Service Description	Per Month	Per Month 1-YR Prepaid*
Data Warehouse Package (RBS-DW-002) Bulk data storage service for business. Includes one (1) software license and 50,000 MB (50 GB) of compressed server storage. <i>Note: Backup speed is capped at 512 kbps (~5GB/day) There is no limit on restore (download) speed.</i>	\$59.95	\$53.95
Additional PC (sub-account) (RBS-ID-001) Add PCs by purchasing additional software licenses. Disk storage 'pool' is shared by all systems in the plan.	\$5.00	\$4.50
* Includes a 10% prepaid annual contract discount.		

Additional Storage	Per month	Per Month 1-YR Prepaid*
10 GB of Compressed Supplemental Storage - (RBS-DS-010) Add 10 GB additional storage to your Data Warehouse Package.	\$10	\$9

Prices effective 1/1/2012



Frequently Asked Questions

Data Warehouse Package

1. What's the advantage of the Data Warehouse Package?

The Data Warehouse Package offers organizations with large amounts of static data (i.e., scanned images, digital pictures, x-ray imagery, audio, video, pdfs, digital records, etc.) the opportunity to store this data on our offsite storage servers at a significantly discounted rate.

2. How can you offer such low prices for large quantities of data?

Many clients have a large amount of information that infrequently changes. Once an initial "baseline" upload is complete, data transmitted each night is relatively modest. The Data Warehouse Package controls the maximum amount of data which can be transferred in any 24-hour period. By capping upload transfer speeds, we recognize operational cost savings. We pass these savings along to you in the form of reduced storage fees.

3. We sometimes upload large batches of data. Is it ok if our backups run during the day?

In many cases, especially with newer computer equipment, your backups will run silently in the background. You may not even be aware a backup is in progress. Our open file agent technology permits you to work on files during the day – yet still get a snapshot backup of those data files that are currently in use.

4. What happens if we try to send you too much data in one night or our backups do not complete in 24 hours?

The Data Warehouse Package supports a transfer speed of 200MB/hour for a total of ~5GB per day. If your backups do not regularly complete in a reasonable timeframe, we recommend you review list of files/folders selected for backup to ensure they are all necessary.

Note: Dr.Backup standard service packages permit much faster transfer rates and may be a better fit for situations where backup speed is paramount.

5. Do I still get business-class service and support with the Data Warehouse Package?

Absolutely. Technical support hours are from 8am to 6pm eastern time. Emergency after-hours data restore assistance is available from an on-call technician.

6. What happens if over time, I need additional storage?

Accounts which exceed their storage allocation receive an automatic 10% overdraft at no charge. If this amount is exceeded for over 30 days, we will ask you to upgrade your storage plan or reduce the size of your backups. Clients that prepay their annual service can receive additional storage by paying a pro-rata fee.

Updated 4/30/2011



Online Backup Service Provider - Comparison Analysis Worksheet

Description	Dr.Backup	Vendor X	Notes
Service Overview			
Company reliability - stable and continuous operation	✓		Since 2001-50,000+ backups/month
Specialized in the needs of small-mid sized businesses	✓		Only services businesses
100% Customer Satisfaction Guarantee	✓		Money-back guarantee
Published service packages with generous storage allotments	✓		Check out data warehouse offerings
Charges based on COMPRESSED server storage	✓		
Pooled storage across sub-accounts	✓		\$5/subaccount per month
Predictable monthly billing via major credit card	✓		No surprises – fixed bill
Discount for Annual prepayment	✓		
30-day grace period on storage overdrafts	✓		Backups keep working if we grow ☺
Management Reporting			
User notification of completed backup via email	✓		
System administrator/consultant notification of completed backup	✓		
Detailed log of all files backed up during session and exceptions detected	✓		Helps spot problems early
Weekly disk usage summary report via web or email	✓		
Audited list of all files currently held online sorted by size	✓		Spreadsheet format
Notification of missed backups	✓		They've got our backs!
Customer Support Services			
Highly-trained support technicians - no offshore call center	✓		They do a great job
Support via phone, email, web or chat	✓		
Securely "remote" into your computer to fix problems – while you watch	✓		Issues resolved quickly
Assisted software installation, configuration and troubleshooting	✓		
Assisted data file selection for common applications	✓		
On-call for emergency restore assistance 24/7	✓		
Backup Features			
Full-featured Windows client software	✓		Mature - V10.0 released in June '08
Support for Windows 2000, XP, 2003, Vista, 2008 Server and Windows 7	✓		32 and 64-bit support + servers
Built-in scheduler to automate backups	✓		
Full, incremental or differential modes of operation	✓		
File explorer interface to include or exclude selections	✓		
Dynamic file scan with wildcard selection using file extension	✓		



Unlimited number of individually named/scheduled backup jobs	✓		
Co-exists with local (tape) backup systems (modified date/time selection)	✓		Use in addition to SBS backup
Built-in diagnostic test tool to help detect firewall/transmission issues	✓		
Advanced Backup Features			
Fully user-selectable retention settings (by backup set)	✓		
Keep last version of file indefinitely – even if deleted from local disk	✓		Key feature, unique to Dr.B
Bit-differential backup mode (Bitbackup) for faster incremental backups	✓		
Locked/Open File backup using disk snapshot technology	✓		Closed file always preferred
Live Microsoft SQL database backup	✓		Backup large databases
Supports file sizes up to 4 GB (default) – You can specify your own limit	✓		
Scalable to 1,000,000,000 individual files	✓		
Mapped drive support / Network Attached Storage (NAS)	✓		
“Green” option to shutdown computer after backup	✓		Nice touch
Local disk mirroring to USB or NAS device for ultra-fast restores	✓		Offsite & local data backup all-in-one
Option for initial bulk backup to portable disk drive (ship to datacenter)	✓		May cost extra
System state and Active Directory backup for servers	✓		
Security Features			
User selected (or random-generated) encryption key	✓		
All data fully encrypted prior to transmission over Internet	✓		
Selectable encryption algorithms, default is Blowfish (448-bit)	✓		
Printable security certificate of encryption key for safe-deposit box storage	✓		
Compliant with HIPAA security requirements	✓		Good for Dr’s offices
Service technicians cannot read your data without key	✓		
Restore Features			
24/7 unassisted restore via Windows client	✓		
Individual file/folder restore	✓		
Restore individual backup sets	✓		
Restore by wildcard mask	✓		
Restore to alternate location on disk by default	✓		
Advanced Restore Features			
Point in time restore with selectable date ranges	✓		Critical for financial systems
Bulk restore and download via Web/FTP transfer	✓		
Overnight shipment of CD/DVD* of restored data	✓		Costs extra
Overnight shipment of USB* portable drive containing restored data	✓		Costs extra

