



Corporate Enterprise Data Protection Package

- Enterprise-Level Disaster Recovery
- Remote and Branch-Office Protection
- Employee Laptops and Remote Devices

WHO WE ARE

Since 2003, KeepItSafe® has provided large-enterprise businesses with fully managed and monitored online data backup and flawless data restoration from any location at any time.

Combined with our peerless level of technical and customer service, KeepItSafe has earned a global reputation as a business partner that truly has your backup. Our service offerings include:

- KeepItSafe DR: Our premium service, KeepItSafe DR is the only all-in-one online backup and disaster recovery solution to protect the totality of your most valuable asset: your business data.
- KeepItSafe Online Backup: Designed for remote and branch-office backups, KeepItSafe Online Backup facilitates secure, managed backups from a single location.
- KeepItSafe Workforce: A powerful endpoint solution for safeguarding employee laptops and other heterogeneous devices.

KeepItSafe's acquisition by cloud-services provider j2 Global, Inc. (NASDAQ: JCOM), has significantly raised its international profile, facilitating expansion into major markets around the world, including the U.S., UK, The Netherlands, and New Zealand.



About j2 Global

Founded in 1995, j2 Global, Inc., provides outsourced, value-added messaging and communications services to individuals and businesses around the world. With offices in eight cities worldwide, j2 Global's network spans more than 4,300 cities in 49 countries on 6 continents. j2 Global markets its services principally under the brands eFax®, MyFax®, eFax Corporate®, eReceptionist®, FuseMail®, Onebox®, eVoice®, Campaigner®, FuseMail®, and KeepItSafe®. As of December 31, 2012, j2 Global had achieved 17 consecutive fiscal years of revenue growth. For more information about j2 Global, please visit www.j2.com.



KeepItSafe Remote Office Backup

Remote and branch-office locations of large enterprise businesses generate high volumes of critical data. Yet often they lack the IT support to properly back up and protect these data.

KeepItSafe® Online Backup is the most reliable, affordable, and secure way to back up your decentralized critical business data. As one of the few companies in the world with ISO 27001 certification, KeepItSafe helps securely control and manage data backups with ease, all from a single location.

In a world becoming ever more virtual, KeepItSafe's cloud-based backup solution eliminates the need for tape backup, and frees your IT resources from the maintenance and management hassles that come with it, bringing you the peace of mind necessary to focus on what you do best – build revenue.

The benefits of KeepItSafe start with our world-class technical support and customer service, and extend all the way to your realization that, with KeepItSafe, backing up your business data is easier and more affordable than ever before. Additional benefits include:

- Automated and scalable backup
- Centralized online backups to multiple data centers
- Data managed, monitored, and configured according to world-class ISO standards
- Free installation and configuration
- Supports all operating systems, including SQL Server, Exchange, SharePoint, Oracle, Lotus, Hyper-V, and VMWare
- Highest level of encryption available
- Easy and fast data recovery



How it Works

KeepItSafe's fully managed and monitored service transmits your data to a secure, offsite location automatically, permanently safeguarding your remote and branch-office data, and sharply reducing recovery time in the event of systems failure.

Strength of a Leader

- Powerful industry-leading software
- No more support-desk calls
- All data configured to ISO standards
- Petabytes of data protected globally
- Data stored to multiple data centers

KeepItSafe DR: The Next Gen Business Continuity Solution

Large enterprise businesses are vigilant about protecting their data – both onsite and offsite. What they sometimes underestimate, however, is the need for a secure and reliable bare-metal recovery plan in case of a true catastrophic failure.

KeepItSafe® DR is the only all-in-one online backup and disaster recovery solution to fully protect your servers and office environment from natural or man-made disasters, while ensuring minimal downtime and the ability to access your data anywhere there's an Internet connection.

KeepItSafe DR delivers industry-leading technology in one peerless and cost-effective disaster-recovery product:

- Continuous full-server, application-aware snapshots
- Fully managed and monitored service from installation, monitoring, support to restores

- Global deduplication and compression
- Inbuilt, application-aware modules for Exchange and SQL
- Attachability, mountability, and log truncation for all database applications

Restore Options:

- File level
- Drive level
- Mail and mailbox level
- Virtual failover to a Hyper-V, ESX(i) or VMWare environment
- Non-critical drives automatic rollback
- Bare-metal recovery for critical volumes
- Full, secure offsite replication
- Offsite failover options

Feature	Benefit
Compression and deduplication	Significantly reduces backup storage footprint in comparison with traditional backup solutions.
Faster backups	True scale architecture eliminates backup windows.
Retention policies	Control how long to keep snapshots for compliance and retention purposes.
Read/write mountable snapshots	Mount snapshots for quick and easy restores and data mining.
Snapshots can be stored on a remote or removable disk drive, das, nas, or san storage	Flexible repository storage types that match sla requirements, reducing storage costs.
Tightly integrated with exchange, sql, and sharepoint	Delivers application-specific backup testing and corruption detection for every snapshot.
Granular application-level restores	Restore individual email, sql tables, and sharepoint documents directly from the snapshot.
Centralised monitoring and management of backups	Enterprise console for managing large environments from a single pane of glass.
Snapshot granularity	Snapshots can be generated as frequently as every five minutes, reducing data loss.
Block-based snapshots	Fast backups — only 1% overhead on production servers.
Live volume rollbacks	Instant recoveries of large volumes, reducing application downtime.

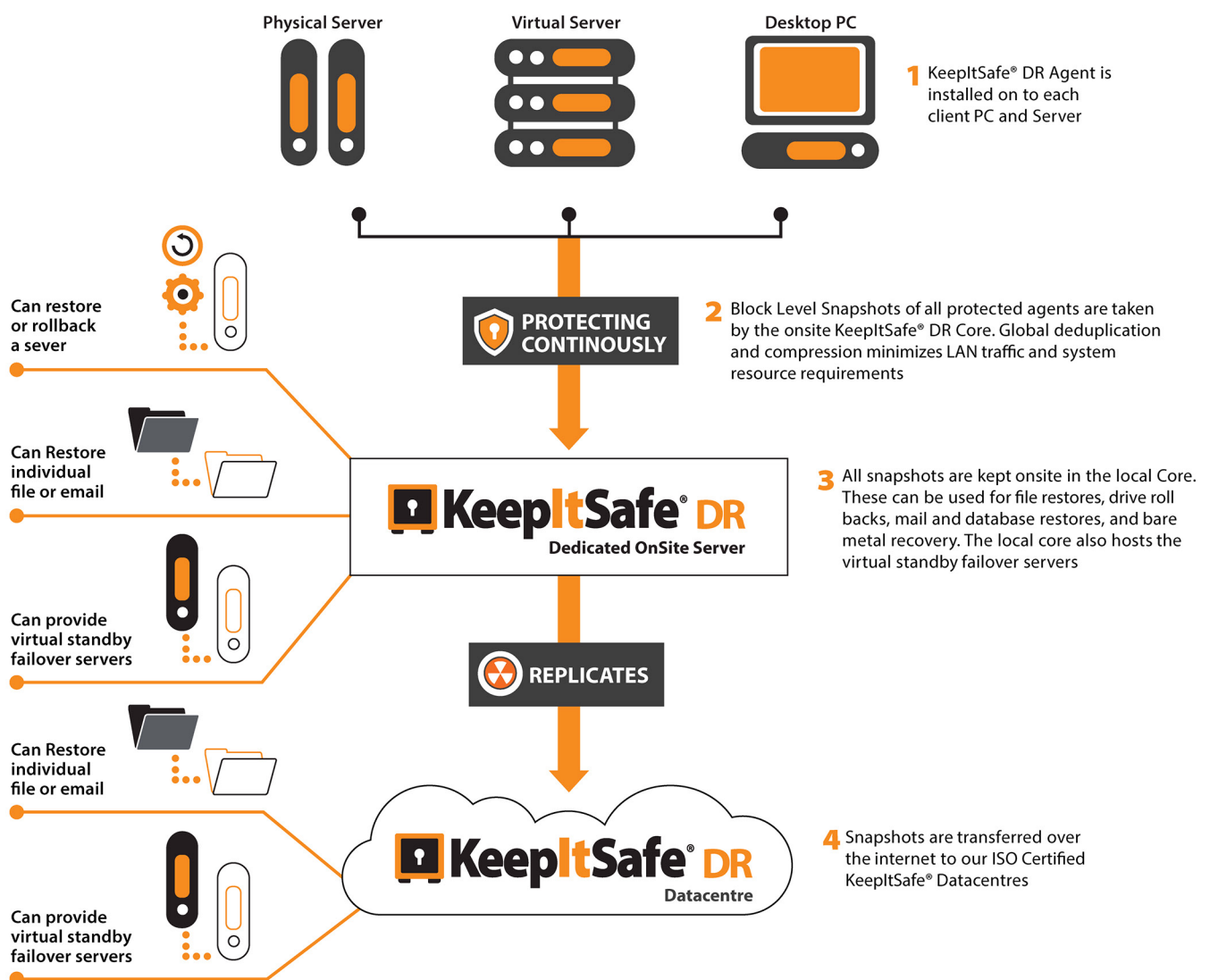
How it Works

- KeepItSafe's expert team of engineers configures, installs, manages, and monitors your customized DR solution 24/7, so you can stay focused on running your business.
- KeepItSafe DR takes continuous snapshots of your application data, completely eliminating the need for backup windows and reducing your recovery point to 15 minutes or less.
- Simply aim your recovery points at a virtual machine using VMWare or Microsoft Hyper-V, and the virtual machine becomes your "failover," giving you immediate access to data with no downtime.

Recover From Any Disaster In Minutes

- Push-button failover to standby virtual machines
- Backups maintained online and accessible during entire retention period
- Price all-inclusive; no hidden bandwidth or processing charges

Running KeepItSafe DR on your Windows servers provides fast recovery of any object, from a total bare metal restore of the entire server to an individual file recovery in just minutes. Built-in deduplication allows KeepItSafe DR backup snapshots to be stored locally to the onsite failover server or offsite to KeepItSafe's ISO-certified data center facilities.



KeepItSafe Workforce: Secure Endpoint Backup

Surveys indicate that more than 28% of critical corporate data reside exclusively on company laptops, of which a whopping 65% is routinely left unprotected.

KeepItSafe® Workforce is powered by Insync and is specifically designed to prevent data loss from laptops and other heterogeneous devices, while empowering users with “anytime/anywhere” access to data. Workforce lets users enjoy:



- **Backup Built for Device & OS Diversity.**

inSync backs up and protects corporate data on a wide range of devices, with heterogeneous restore to any OS or hardware.

- Backup for Windows, Mac, and Linux laptops and desktops.
- Mobile apps for iPhone, iPad, Android, and Windows 8 Phone provide anytime, anywhere access and separate business from personal data.
- Heterogeneous restore of data and settings makes OS migration and device replacement simple for IT.

- **Industry-Best Data Reduction.**

inSync achieves data reduction of up to 90% through advanced deduplication.

- Global deduplication produces smaller, faster backups by comparing data redundancy across all users.
- Application-aware deduplication enhances accuracy by looking for duplicate objects within and across files.
- Innovative HyperCache technology allows inSync's deduplication technology to easily scale to any number of users.

- **Nonintrusive Backup & Restore.**

inSync minimizes the impact of backup on end-users, and enhances user productivity with features like self-service restore and auto-resume.

Smart resource optimization ensures that backup processes do not interrupt users by reducing consumption of bandwidth and CPU.

Self-service restore of data and settings minimizes user downtime.

Auto-resume of interrupted backups and restores guarantees successful data protection without user intervention.

- **Designed for IT Efficiency.**

inSync reduces the amount of IT time and resources required to manage backup with unified management, policies, and easy configuration.

- Centralized administration provides visibility and control of corporate data on all endpoint devices.
- Easily-configurable policies and advanced reporting simplify management.
- Automated installation and integrated mass deployment enable IT to quickly deploy inSync without user involvement.

How it Works

KeepItSafe Workforce's beautifully simple and fully automated endpoint data protection solution enables immediate access to files and folders across all devices.

The key to its simplicity is in its powerful central management console, combined with its flexible client-deployment options. Once the agent is deployed at each endpoint, all tasks across all devices can be controlled from this central location.

Plus, administrators can create central policies, such as folder selection – or the decision to include or exclude certain filters – to identify critical data to be backed up and protected against a data breach. In the event that a device is lost and all data remotely deleted, you can be confident that your data are protected and instantly retrievable with a minimum loss of productivity.

Workforce also enables you to restore files and folders instantly from any time in the past with a powerful search functionality that allows administrators to search for files globally across all devices.

KeepItSafe Workforce is more than just a backup solution for your remote devices – it's a backup and data-loss protection system all in one. Additional features include:

- **Remote Deactivation:** In the event of lost or stolen devices Workforce enables remote deactivation. Once deactivated, the device is wiped clean and bears no trace of any data.
- **Geolocation:** Workforce tracks the geographical location of your devices within a range of 10 to 20 meters at any point in time.
- **Auto-Resume Functionality:** Workforce can recover gracefully after a laptop is switched off and can auto-resume a backup from where it left off.
- **Mobile Apps:** Available for iOS and Android, giving remote users access to search, view, and share files.



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ISO 27001:2005

KeepItSafe is Ireland's only ISO-certified online backup company.
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