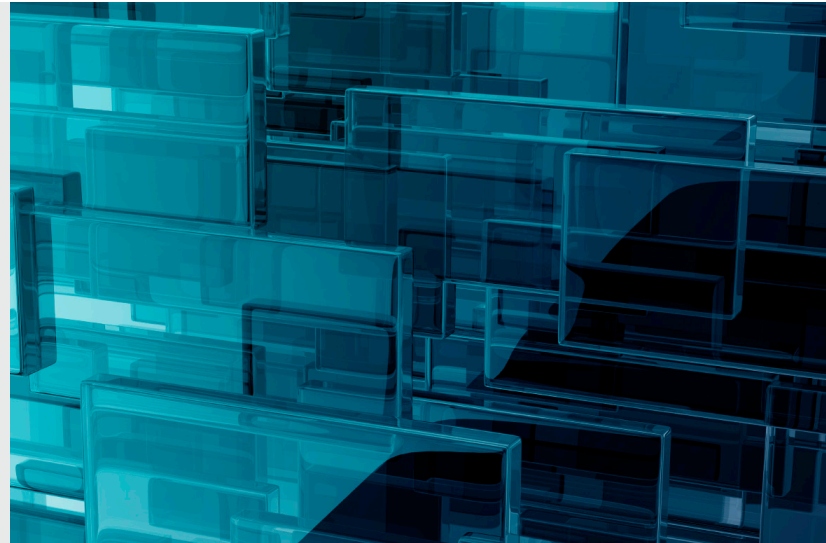


## Success Story:

LiveBackup, Leading Australian Backup and Recovery Service Provider, Chooses Asigra.



### LiveBackup Profile

- Headquartered in Surfers Paradise, Queensland, Australia
- Asigra Partner since 2009
- Won The Most Unique Customer Implementation at the 2012 Asigra Hybrid Partner Cloud Backup Awards



## Customer Focused

Launched after years of research and development, LiveBackup has added over five terabytes of protected data each month over the last two years, reaching a recent milestone of having 150 terabytes of protected customer data. LiveBackup focuses on their customers, providing fast and efficient customer support while maintaining solid relationships with clients, reseller and wholesale partners.

“One of the greatest benefits for our clients is to be able to capture all of their data into a single instance via the LiveBackup solution, powered by Asigra.”

**Peter Thompson, Managing Director of LiveBackup**

## A Solution That Exceeds Expectations

“We performed extensive testing over several years on a variety of backup solutions and found the software that best met our needs was the Asigra platform,” said Peter Thompson, Managing Director of LiveBackup. “Coming from a systems integration background, we understood the importance of customer data and no other platform made us feel as comfortable as Asigra software.”

A feature that only Asigra offers is NIST approved FIPS 140-2 certification, the most current security requirement for cryptographic modules, or encryption. Asigra is the only agentless cloud backup software to have received this certification. Asigra also offers encryption options that range from DES 56-bit with an 8-character key to AES 256-bit with a 32-character key. All of these measures mean that Asigra Cloud Backup™ keeps client data safe and protected.

## Automatic and Seamless Backup

“Overall, the feedback from our clients has been excellent,” said Thompson. “Our clients have an enterprise-grade backup solution for managing their data backups that they previously didn’t have. The automated off-site backup service provided by LiveBackup, powered by Asigra, has provided our customers with an

automatic and seamless backup solution that eliminates the pains inherent with tape based solutions.”

As an agentless solution, Asigra is able to be installed on a single machine and reach out over the network to backup file systems, operating systems – everything that needs to be backed up. This leads to significant improvements in efficiency and productivity.

“One of the greatest benefits for our clients is to be able to capture all of their data into a single instance via the LiveBackup solution, powered by Asigra,” said Thompson. “Whether their data is located on file servers, web servers or mobile devices, the data can all be backed up and restored.”

## Gaining New Insights Through Collaboration

As a member of the Asigra Partner Ecosystem, LiveBackup has access to one the most technologically progressive networks in the world. “We have some friendly relationships with other Asigra partners, and we work together to solve technical challenges for our customers,” said Thompson.

A resource that LiveBackup finds useful in communicating with partners is the Asigra Cloud Backup Partner Summit, held every year. “It is always great to share experiences with other partners and to gain new insights into the product roadmap. It is also a great opportunity to meet with other like-minded individuals,” said Thompson.

“We treat relationships very seriously and we expect to be in business with Asigra for a very long time.”

**Peter Thompson, Managing Director of LiveBackup**

## A Serious, Long-Term Relationship

As LiveBackup continues to grow, Asigra Cloud Backup will play a central role in the company’s success. “We treat relationships very seriously and we expect to be in business with Asigra for a very long time,” said Thompson. “We hope to grow as Asigra grows and to contribute ideas and add value whenever possible. We have a relationship with the founders of Asigra and other senior members and expect that to only develop more fruitfully over time.”

Asigra is more than just a software provider. Asigra has formed a partnership with LiveBackup that aligns business models from a marketing, sales and technological perspective. In addition to

technical support, Asigra also provides partners with a full range of sales and marketing support to help them be successful.

“There is no doubt that the Asigra platform is outstanding technology, but like any decision a business makes, the energy, costs and training required to bring a commercial offering to market should not be underestimated,” said Thompson in regards to other service providers who are considering offering Asigra to their clients. “Entering into something as complicated as cloud backup takes serious investment in both money and human resources. There have been several years of work, training and practices required to deliver a commercial grade offering, but it has paid off, as it has allowed us to become a premium provider in the Australian market. Make the necessary capital and human investment and you will help to ensure success.”



## About Asigra

Trusted since 1986, Asigra provides organizations around the world the ability to recover their data now from anywhere through a global network of partners who deliver cloud backup and recovery services as public, private and/or hybrid deployments. As the industry's first enterprise agentless cloud-based recovery software to provide data backup and recovery of servers, virtual machines, endpoint devices, databases and applications, SaaS and IaaS based applications, Asigra lowers the total cost of ownership, reduces recovery time objectives, eliminates silos of backup data by providing a single consolidated repository, and provides 100% recovery assurance. Asigra's revolutionary patented Recovery License Model provides organizations with a cost effective data recovery business model unlike any other offered in the storage market. Asigra has been recognized as a Gartner Cool Vendor and has been included in the Gartner Magic Quadrant for Enterprise Backup and Recovery Software since 2010.

More information on Asigra can be found at [www.recoveryiseverything.com](http://www.recoveryiseverything.com)

