Asigra.

Success Story:

Polar Imaging Enhances Client Services By Offering Cloud Backup and Recovery Services Powered by Asigra.

British Red Cross Profile

- Based in London, Ontario
- Document Management Services Company
- Has been providing services for over 30 years
- Doubled facility square footage to keep up with growth of company
- Asigra Partner since 2012

PI Recovery
A Division of POLAR IMAGING INC.

A Wide Range of Services

A full service information management firm, Polar Imaging specializes in document scanning services, on-premise software and cloud-based solutions. With over 30 years of experience, Polar Imaging delivers a broad spectrum of document management services accompanied by a passionate team dedicated to providing comprehensive document management solutions. Clients of Polar Imaging have instant access to an end-to-end electronic solution that maintains security, provides disaster recovery and puts an end to paper and digital sprawl.

An important service that Polar Imaging offers to their clients is PI Recovery, which utilizes the Asigra software platform to perform online backups.

> "Using Asigra has allowed our customers to utilize an industry leading backup and recovery solution without making large capital investments. The feedback we've received from clients has been positive – they say it's easy to use and the recovery times are quite impressive."

Steve Todd, COO, Polar Imaging

Sales and Marketing Support Enables Faster Time To Market

With over three decades of experience in the industry, Polar Imaging saw the benefits that offering PI Recovery, powered by Asigra, would bring to their clients. "We felt that there was a significant opportunity in offering a solution that would provide world-class backup and recovery of the information we've helped our clients manage for all these decades," said Steve Todd, COO of Polar Imaging.

PI Recovery, powered by Asigra, protects every server, desktop, virtual machine and laptop in an organization, even across multiple locations. It addresses the drawbacks of the traditional tape-based approach. A beneficial feature of Asigra is the agentless architecture. Asigra doesn't need to be installed on every machine that requires backup. Instead, it can be installed on a single machine and reach out over the network to backup all files, operation systems and business critical data. The agentless approach of Asigra means it requires fewer resources than an

agent solution and also creates time savings, as there are no operating system revision issues to handle.

Polar Imaging has leveraged its relationship with Asigra to go beyond offering award-winning technology to clients. With the support of a dedicated partner development manager, Polar Imaging was able to go to market quickly with our new service offering enabling them to start cultivating new business opportunities with existing and prospective clients immediately. Asigra provides value beyond software by giving Polar Imaging access to marketing professionals and sales training programs, all of which are designed to help Polar Imaging grow into the cloud backup and recovery market.

"The amount of support beyond the technological realm that Asigra provides is outstanding," said Todd. "It's encouraging to see Asigra focus so much attention on developing the business side of the relationship. Polar Imaging wanted to build our backup and recovery service with the same integrity and fundamentals that we built our core business on, offering a world-class service with exceptional customer support. We couldn't afford the luxury of developing this type of service with the required decades of experience so partnering with Asigra has been invaluable. "

> "Our long-term goal is to develop a strong working relationship with Asigra so that we're able to support our customers with the best technology and service available."

Steve Todd, COO, Polar Imaging

Impressive Recovery Times

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Businesses need to manage increasingly large amounts of data, and protecting that data is a top priority. In case of a data loss event, recovering critical business data is crucial, so Polar Imaging works closely with clients to establish Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO) that ensures business continuity.

Asigra Success Story: Polar Imaging

Peer to Peer Information Sharing is Priceless

When Polar Imaging opted to use Asigra to help their clients with disaster recovery, they joined one of the most technologically progressive partner ecosystems in the world. "Being a part of the Asigra Ecosystem has allowed us to leverage knowledgeable companies in the cloud backup industry and has enabled us to optimize our learning curve in going to market," said Todd.

One venue that Asigra Partners can use to help their business is the Asigra Cloud Backup™ Partner Summit, an annual event where cloud service providers from around the world gather to share ideas and best practices. "The Summit is filled with lots of great content, from sales to marketing to technical information," said Todd. "It provided us with valuable tools to help build our backup and recovery business, and the opportunity to network with numerous companies is invaluable."

A Strong Relationship For The Future

As Polar Imaging continues to grow and offer PI Recovery, powered by Asigra, to more and more clients, their relationship with Asigra will grow as well. "Our long-term goal is to develop a strong working relationship with Asigra so that we're able to support our customers with the best technology and service available," said Todd.

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