

BREECE HILL PRODUCT LAUNCH CAMPAIGN

Breece Hill, a small data storage company, needed a series of designed pieces to launch their new storage product. The pieces ranged from the higher-level sales guide and brochure to the literally nuts-and-bolts technical/instructional documents to be included with the product packaging. Yet all had to look as though they were part of the same product launch campaign.

BizGuardian™ Appliance Selling Guide

A comprehensive guide to understanding and selling the Breece Hill BizGuardian appliance.

BREECE HILL

Why take a chance?

John Doe
123 Elm Street
Anywhere, CO 80027

BizGuardian Sales Kit Enclosed

BizGuardian™ APPLIANCE

No one protects your data better.

BREECE HILL

In our 24 x 7 world, backups are time-consuming and critical. Fifty percent of businesses that lose critical data fail immediately. Your business information is too vital to lose. You rely on accounting information, inventory, customer profiles, e-mail and more to keep your business up and running. You can't risk losing it, not for a minute or an hour or a day.

RELY ON AN INTEGRATED AND PROVEN SOLUTION

BizGuardian™ appliance is the only backup and recovery all-in-one appliance that fully integrates hardware and software into an easy to own, operate and manage package. BizGuardian delivers an automated, highly-reliable networked data protection solution for small to medium businesses (SMBs) and branch offices or departments of distributed enterprises. Its architecture allows robust protection schemes without the complexity and IT intervention normally associated with multi-layered data protection. BizGuardian will save you significant time and help you protect your business-critical information with ease.

HASSLE-FREE NETWORKED BACKUP

Eliminate your IT headaches with the user-friendly BizGuardian. Both tape-only and disk-only solutions have drawbacks. Disk-only solutions are costly, not portable, and lack secure data protection. Traditional tape backup and restore solutions lack security, and are slow and complex when compared to disk.

With BizGuardian, you get the best of both disk and tape. Fully integrated, optimized, and configured, BizGuardian combines the portability and cost savings of tape with the speed and performance of disk, providing protection for more servers in less time. The internal migration of data from disk to tape eliminates network congestion. U.S. government-certified Advanced Encryption Standard (AES) encryption on both disk and tape provides the strongest levels of encryption, helping you prevent unauthorized access to your data.

BEST PRACTICES UNVEILED

The only all-in-one backup and recovery appliance

Fully integrated, optimized, and configured, BizGuardian combines the speed and performance of disk with the portability and cost savings of tape.

Saves time and money

Eliminate restore and administrative grooming of backups on disk reduce administrative and hardware costs. Centralized reporting and remote management of backup servers reduces administrative overhead. You can reduce tape use by a factor of 10 and minimize IT intervention.

Secures data

U.S. government certified Advanced Encryption Standard (AES) encryption provides the strongest levels of security to prevent unauthorized disclosure of your data, even in the event of theft or loss.

Backup and recovery is a snap

With BizGuardian you can perform fast backups and use Smart Restore™ technology. Deploy a solution that provides unassisted user restores that virtually eliminates the need for IT intervention.

You can install it and go

BizGuardian provides an out-of-the-box industry best practice backup strategy, saving time and money. Plug it to your network, and you're ready to go. BizGuardian arrives integrated with EMC® Retrospect backup and recovery software. No more figuring out how to install or configure components—it's all done for you and has been thoroughly tested by Breece Hill and certified by EMC's Insight.

BREECE HILL

BizGuardian™ Appliance Configuration Guide

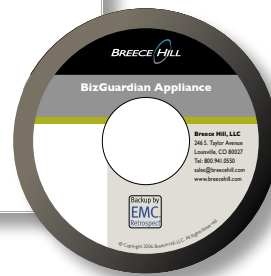
How to configure Windows Server 2003 and EMC Retrospect

Your BizGuardian is now successfully installed in the equipment rack. Now it's time to get it up and running.

The Configuration Guide will show you how to:

- Configure Windows Server 2003
- Configure and use EMC Retrospect™ backup and recovery software

Let's get started!



BizGuardian™ Appliance Quick Reference Card

Refer to the BizGuardian Selling Guide for additional "how to sell" information

BizGuardian Overview

BizGuardian is the only all-in-one backup and recovery appliance that fully integrates hardware and software into an easy to own, operate and manage package. It delivers an automated, highly-reliable networked data protection solution for small to medium-sized businesses and branch offices or departments of distributed enterprises. Its architecture allows robust protection schemes without the complexity and IT intervention normally associated with multi-layered data protection.

BizGuardian saves significant IT time and helps customers efficiently protect their critical business information.

Target Applications/Environments

- Have less than 2TB of data to manage
- Installations up to 15 servers and 300 users
- Have email and file server applications
- Are growing out of their auto-loaders or other entry-level automation
- Customers who need and want a data protection solution but are limited by budget or staff
- Windows, MAC, OS X, Net OS, disks, Red Hat Linux, SuSE Linux, Solaris and NetWare users
- Geographically dispersed departments

Buyer Pain Points

- Have experienced or are afraid of failed backups
- Have experienced or are afraid of failed restores
- Not enough time to complete backups
- Proliferation of laptops with critical company information not backed up
- Data has been deleted
- Tapes have been lost
- Resources have been reduced
- Unable to add staff
- Current solution is inadequate or requires too many resources to implement
- Lacking a disaster recovery strategy
- Cost of running IT is disproportionate to running the business

Benefits

Substantially reduces IT staff time required for data protection

- Integrates data protection software, server, disk and autoloader in one rackmount solution that is plug-and-play
- EMC® Retrospect fully integrated and certified, simplifies protection of laptops, notebooks, file servers and business-critical applications
- Eliminates checking and re-checking backup logs
- Eliminates the need to perform 50 full backups annually
- Absolves complex tape rotation strategies
- Uses a standard Web browser to view backup results from anywhere

Permits business continuity and reduces risk

- Provides an immediate best-practice backup and recovery strategy to keep business-critical data protected
- Protects network-based desktops and notebooks automatically when they come online
- Delivers government-certified 128-bit and 256-bit Advanced Encryption Standard (AES) data encryption on tape or disk media for reliable security
- Includes 1-year warranty, first-year EMC Retrospect software upgrades and maintenance, first-year onsite repair service and 24 x 7 help desk

Saves time and money

- No need to use your time and money growing your own data protection strategy—it's all done for you
- Integrates best price/performance components in the market
- Increases flexibility, attaches to heterogeneous environments

NO ONE PROTECTS YOUR DATA BETTER.