

# ESCAPE

## ALL LIMITATIONS

### MICROSOFT AND UNITRENDS: **AN UNBEATABLE COMBINATION**

UNITRENDS OFFERS THE INDUSTRY'S ONLY NATIVE ALL-IN-ONE WINDOWS SERVER 2012 HYPER-V ROLE AND HYPER-V 2012 SERVER BACKUP, ARCHIVING, INSTANT RECOVERY, AND DISASTER RECOVERY VIRTUAL APPLIANCE.

But that's just the beginning. From enterprise-class heterogeneity including over 100 versions of servers, storage, operating systems, hypervisors, and applications to our innovative Simply Scalable™ architecture that offers unified agent/agentless, image/file, archiving/replication, virtual Host Operating System/Guest Operating System, and virtual/physical data protection, we're the best solution for Windows Server 2012. Not only that but we protect all the other cloud, virtual, physical components of your infrastructure.

*"Unitrends' assistance has brought me peace of mind many times, because **I know I'm in good hands.**"*

*Murugappan Periyakaruppan  
Warrior Sports*

*"**Support has been very good** when I needed it. I've been able to get a hold of individuals and they've been able to help me solve my problems in a short order."*

*Chris Howe  
Rollins College*



**UNITRENDS**

# STRONG DATA PROTECTION FOR MICROSOFT SERVER 2012: **UNITRENDS ENTERPRISE BACKUP™**

## **MICROSOFT'S DISRUPTIVE SERVER AND CLOUD PLATFORM**

Windows Server 2012 puts virtualization front and center. With Windows Server 2012 Hyper-V, Microsoft is offering not just a viable alternative to VMware vSphere but a disruptive product that is superior in terms of manageability, scalability, ease of deployment, and total cost of ownership.

Microsoft touts System Center 2012 as the most cost-effective and flexible platform for managing traditional data centers, private and public clouds, and client computers and devices. System Center 2012 is also called out by Microsoft as the only unified management platform where you can manage multiple hypervisors, physical resources, and applications in a single offering, versus multiple fragmented point solutions delivered by competitors.

Should you expect less than this from your data protection? Should you leash yourself to niche homogeneous or virtualization-only data protection?

## **WINDOWS SERVER 2012 UNLEASHES DATA**

To unleash the full potential of Windows Server 2012 within your IT infrastructure, you need state-of-the-art data protection. Unfortunately, that's easier said than realized. System Center 2012 offers only the most rudimentary homogeneous data protection. In fact, it and most other data protection products force you to make choices that limit your ability to create the agile IT infrastructure necessary to drive business results. In order to quickly take advantage of the power of Windows Server 2012, you need the ability to incorporate it seamlessly into your IT infrastructure. Rip and replace requires both budget and time you simply don't have - instead you need a next generation data protection product that operates in the "real world" of today's IT that adapts to you and your environment rather than forcing you and your environment to adapt to your data protection.

And just as Microsoft offers a free version of Hyper-V Server 2012, Unitrends offers a weapons-grade fully functioning free version of Unitrends Enterprise Backup software that protects up to four Microsoft Hyper-V or VMware vSphere virtual machines. And like Windows Server 2012, Unitrends Enterprise Backup scales from a free edition to our enterprise edition protecting hundreds of terabytes of cloud, virtual, and physical data.

# STRONG DATA PROTECTION FOR MICROSOFT SERVER 2012: **UNITRENDS ENTERPRISE BACKUP™**

## **STRONG DATA PROTECTION FOR MICROSOFT SERVER 2012: UNITRENDS ENTERPRISE BACKUP™**

Unitrends Enterprise Backup operates as a Hyper-V-based virtual appliance<sup>1</sup> that protects your Windows Server 2012 and Hyper-V environments. But that's not the end of the story, it's the beginning. Unitrends Enterprise Backup offers the following benefits:

**Native Support for Windows Server 2012 Hyper-V and Hyper-V Server 2012 features.** From native support of the new VHDX format capable of supporting up to 64TB to interoperability with Hyper-V replicas to Hyper-V CSV (Cluster Shared Volumes), you get state-of-the-art support for the latest generation of Hyper-V.

**Reduce your total cost of ownership with a single solution for your entire environment - now and in the future.** Heterogeneous? We support over 100 versions of servers, storage, operating systems, hypervisors, and applications including NAS, SAN, Windows, Linux, Mac OS X, AIX, Solaris, iSeries, SQL, Exchange, Oracle, VMware, Hyper-V, and many others. Optimal data protection for this many different environments has driven a unique data protection architecture that supports agent-based and agentless protection as well as file- and image-level protection.

**Flexible recovery strategies for different RTOs (Recovery Time Objectives).** Instant spin-up recovery? Yes. Instant granular recovery? Yes. Similar and dissimilar physical and virtual bare metal allow you to perform P2P, V2P, P2V, and V2V recovery.

**Flexible data protection strategies that allow optimization of backup storage.** Of course we offer incremental forever with synthetics for Microsoft Hyper-V (for all versions of Hyper-V), Windows Server 2012, Windows Server 2008, and Windows Server 2003, Linux, and VMware. We also offer fully customized configurations of backup strategies including full/full, full/differential, full/incremental, and completely "create it yourself" strategies. We don't limit you to single server job scheduling nor do we force you to use multiple server job scheduling - we offer both.

**Lower your backup window and save backup storage with global deduplication and CBT (Change Block Tracking).** We offer compression and deduplication across multiple storage devices via our advanced storage

---

<sup>1</sup> Unitrends Enterprise Backup is also available as a VMware virtual appliance and powers Unitrends' Recovery-series of physical appliances as well.

# STRONG DATA PROTECTION FOR MICROSOFT SERVER 2012: **UNITRENDS ENTERPRISE BACKUP™**

virtualization and thin provisioning capabilities that are built-in to our virtual appliances. CBT is supported on both Microsoft and VMware hypervisors to eliminate redundant data as well.

**Instant recovery for fast RTOs (Recovery Time Objectives).** Failover virtualization enables instant recovery for VMware and Hyper-V (Hyper-V instant recovery is coming in October.)

**Minimize worst-case data loss with near-continuous data protection.** World-class RPOs (recovery point objectives) - backups can be performed as often as once every 60 seconds.

**Extend your retention and optimize your disaster recovery-oriented WAN bandwidth with archiving.** Disk, tape, NAS, and SAN rotational and fixed archiving of tertiary backups is built-in and works alone and with replication.

**Survive natural and man-made disasters with replication-based disaster recovery.** Single-tenant and multi-tenant replication is supported both in a private cloud as well as our public cloud, Vault2Cloud Service.

**Lower your learning curve, maximize your productivity, and get fast results with our environmentally adaptive user interface.** Our technology supports scaling up and scaling out, but what about scaling down to lower the learning curve of less experienced users? Our environmentally adaptive user interface provides ease of use without sacrificing click minimization for experienced users. And all with virtually no wizards.

**Escape the limitations of niche virtualization-only or physical-only backup technology with unified virtual Host/Guest Operating System protection; perform native operating system- and application-aware recovery and backup for virtual environments.** While competitors tout application-aware recovery in virtual environments, Unitrends goes beyond that to offer operating system- and application-aware recovery and backup. This simply means that a virtual machine may be treated as a physical server and optionally an application-aware agent may then be enabled on that. You don't need this for standard operating system and application backup and recovery in a virtual machine; but you do if you want these features which aren't available with other virtual-only solutions.

# STRONG DATA PROTECTION FOR MICROSOFT SERVER 2012: UNITRENDS ENTERPRISE BACKUP™

CAPABILITY	INTEGRATION
Flexibility	<ul style="list-style-type: none"> <li>• Backup and recovery of disparate physical and virtual environments</li> <li>• Dissimilar bare metal technology between the virtual machines and other physical or virtual environments</li> <li>• Ability to migrate from VMware vSphere to Windows Server 2012 Hyper-V, as well as from Windows physical servers to Windows Server Hyper-V, or any of these combinations</li> </ul>
Operating System Performance	<ul style="list-style-type: none"> <li>• Configure the operating system within any virtual machine to directly use NAS or SAN storage outside of the hypervisor.</li> </ul>
Retention	<ul style="list-style-type: none"> <li>• Operating system-aware technology, the user is afforded a greater ability to include and exclude file system data at the file and/or folder level</li> </ul>
Backup strategies for different systems and types of data	<ul style="list-style-type: none"> <li>• Optimize backup storage, retention, backup windows, and other characteristics. Using operating system-aware technology, distinct and customizable backup strategies between the virtual machine and the operating system can be created.</li> </ul>
Cluster- and SAN-aware access to storage for higher performance	<ul style="list-style-type: none"> <li>• Physical raw device mapping (RDM) is an option in VMware that enables a storage logical unit number (LUN) to be directly connected to a virtual machine from a SAN. With operating-system-aware recovery and backup, Unitrends Enterprise Backup handles this.</li> </ul>
Application-aware capabilities	<ul style="list-style-type: none"> <li>• Application and database granularity backing up environments than are available with virtual-only backup technology</li> <li>• Different backup strategies for different systems and types of data in order to optimize backup storage, retention, backup windows, and other characteristics</li> </ul>

## BEST-IN-INDUSTRY CUSTOMER SUPPORT

If our innovative architecture and technology aren't enough, our US-based customer support team boasts a 99% NPS (Net Promoter Score)-based customer satisfaction rate. We have a 20+ year culture of doing whatever it takes for our customers.

## MICROSOFT AND UNITRENDS - AN UNBEATABLE COMBINATION

With or without System Center 2012, Microsoft Windows Server 2012 and Unitrends Enterprise Backup are an unbeatable combination. All span physical, virtual, and cloud computing models with a common management experience, all provide comprehensive end-to-end compute, data protection, monitoring, and management for your IT infrastructure, and all offer compelling economic value.

