

## Partner Benefits:

- Strengthen your client relationships by eliminating their “what if” anxiety
- Xterity BaaS provides you “set it and forget it” assurance that backup regimens are operational with 24x7x365 verification that restore point schedules are met and that data replication is successful
- BaaS helps ensure that your business won’t suffer revenue loss due to a client’s misfortune
- Deepen your client engagement with BaaS as an integral part of an encompassing business continuity strategy
- Add BaaS services to grow your recurring revenue stream without additional capital investment
- Proactive engagement with your clients positions you as a technology services leader and trusted advisor, opening the door for more opportunities.

For more information:

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## Backup As A Service (BaaS)



### Why sell Backup As A Service (BaaS) To Your Clients?

- Your clients rely on information to sustain and grow their businesses.
- To be successful in the “always on” highly competitive business world, information availability is a mandate. Inability to access information when its required is a recipe for certain disaster for your clients and as a result can also indirectly impact your business.
- Every minute your clients can’t access the information they need, their businesses and reputations are at risk. When information access becomes a problem your clients need to be able to recover rapidly.
- Corrupted, deleted or lost information can be root caused to multiple sources such as humans, software, hardware, weather, public utilities etc.
- Your clients are no longer wondering if they’ll experience information availability issues, they’re wondering if their business (and reputation) will recover from the impact of the inevitable “File Not Found” failure.
- Position yourself as a trusted partner by offering your clients information availability peace of mind via Xterity’s reliable, and flexible BaaS solution today!

### Provide Your Clients Information Availability Peace Of Mind

- By offering your clients Xterity BaaS you are providing them an insurance policy that their business can and will recover when an information availability issue occurs.
- An information availability problem can occur at any time and there’s no reliable method of knowing when it will happen. Oftentimes the only symptom is the appearance of the “File Not Found” popup message. And at that point it’s usually too late. The horse has already left the barn.
- Now is the time to reach out to your clients and offer them Xterity’s BaaS. Some day in the future, they will thank you.

### Location Flexibility

#### Hybrid (Off-Cloud)

- This solution is great for those clients that may be risk adverse to ‘CLOUD’ for their primary compute location. Leveraging Xterity BaaS provides you a great entry point for your client to become comfortable with cloud technology. Data is backed up from your client’s on-premise sources via secure connection to an Xterity datacenter. The backup data location is selectable from the list of Xterity datacenters worldwide.

#### On-Cloud

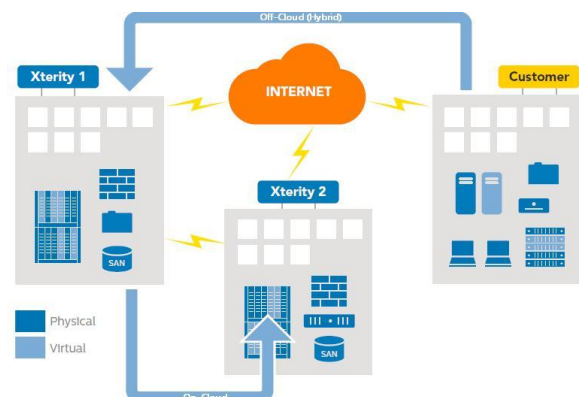
- Your client’s servers are running in an Xterity cloud and their data are backed up within the same cloud or in a different Xterity cloud. The backup data location is selectable from the list of Xterity datacenters worldwide.

## Why CloudRivo's Xterity Managed BaaS?

- **Simplicity:**
  - Backup operations have to be simple to be successful. Xterity BaaS is an intelligent backup service that provides automated replication of storage devices.
  - Data restore points can be specified by time, day, date, month and yearly. Retention times can be specified for each restore point.
  - Although Xterity BaaS provides flexible configuration of automated backup schemes, restore points can be manually created at anytime.
  - Constant data protection (CDP) technology provides full backups of identified storage devices for each restore point specified. Changes are constantly and automatically processed.
  - Since restore points are full backups and don't depend on any other restore point for completeness, there is no need to access multiple restore points to perform a restore.
  - Retention periods are defined as simply as specifying retention of restore points for the last 7 days or the last 12 months. Xterity BaaS safely, and securely retains all restore points specified for the duration of the retention periods.
  - To help you optimize your clients backup service and minimize costs restore points that do not meet retention rules are automatically deleted.
- **Flexibility:**
  - Information availability peace of mind is provided for your customer's choice of (virtual and physical) source servers whether located on your client's premise or in Xterity datacenters.
  - File level, partition level or full server level data can be selected from restore points to meet your clients restoration needs.
  - The backup data location is selectable from the list of Xterity datacenters worldwide.

## Everything Your Client's Need:

- Xterity provides BaaS services with independent cloud backup locations within highly available environments deployed across multiple, geographically dispersed data centers all with numerous hardware, power and connectivity redundancy technologies deployed.
- For your clients that have large initial disk "seeding" requirements the Xterity Storage Dock Service provides a method of sending physical storage media to Xterity to expedite the onboarding process.
- Recovery points capture all data contained in the block volume/disk/LUN for the server(s) selected for backup protection.
- For your clients that need protection for their on-premise servers this is a good opportunity to introduce them to the information availability benefits of cloud based backup services.
- **Reliability & Efficiency:**
  - Xterity's sites are geographically dispersed to help ensure information availability even if a disaster is widespread. Combining Tier 3 datacenter reliability features with redundant and highly available hardware ensures we meet our 99.99% datacenter SLA promise.
  - 24x7x365 support from Xterity engineers is included with our BaaS service.
  - Xterity provides assurance that specified backup regimens are operational with 24x7 verification that restore point schedules are met and that data replication is successful.



## What we do - Cloud Services you can offer your clients today!

**Wholesale Managed Public:** Provides the secure, and highly available Infrastructure as a Service (IaaS) environment your customers need for all their applications - including mission-critical applications, complex, multi-tier applications, test/dev environments, and less-demanding applications. The service leverages secure, shared infrastructure technology.

**Cloud Suite Software:** This software is at the core of all Xterity cloud services and is available for your clients that want to jump start on-premise cloud deployments or quickly standup a dev\test environment. The intuitive drag-and-drop interface makes even the most complex configurations simple to configure and deploy on your client's infrastructure.

**Bare Metal Servers:** Xterity enables the configuration and deployment of both virtual and physical (bare metal) servers. This unmatched flexibility enables you to satisfy your clients needs for all their applications, including those not well suited for running in virtual machines.

## What sets us apart

**Cloud Services - Built For Tiered Distribution -** The Xterity Cloud Services platform simplifies your financial processes with real time pricing, quoting, billing, invoicing, and margin analysis.

**We Simplify The Complex -** Xterity is big enough to support your client's complex cloud services requirements. But, we're also small enough to support your client's simple cloud services requirements.

### About CloudRivo

CloudRivo launched its cloud services business with the introduction of Xterity Cloud Services. This intuitive cloud services business management platform greatly simplifies cloud service provider workflow processes including design, deployment, management, pricing, margin analysis, and billing enabling you to rapidly add lucrative cloud services to your portfolio.

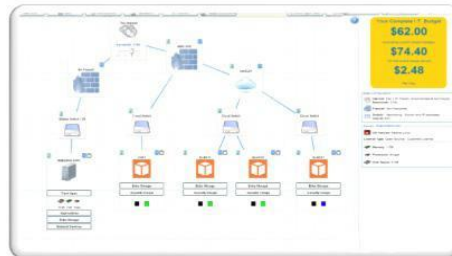
For additional information contact us by whatever means is best for you:

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**Wholesale Managed Dedicated Compute:** Secure, dedicated cloud compute infrastructure for individual clients. This service provides the security and performance advantages of in-house environments without the high capital costs and labor-intensive administrative efforts.

With drag-and-drop simplicity you can rapidly provide your clients a dedicated compute platform that is ideal for custom services. This cloud service provides greater control and management over the software stack. This is the preferred model for those clients with applications that are not well suited for multi-tenant, shared compute environments.



**Time Proven Experience -** Since 2000, we've been delivering highly reliable, business critical virtualization cloud server services. Its what we do.

**We Succeed Only If You Succeed -** We only sell through partners. We never compete with you. Above all, our engineers are here 24x7x365 to provide the technical support you need to be successful. Our white label marketing support helps you onboard in rapid fashion so you can begin selling cloud services to your clients today!

**Managed Private:** For your clients that require physical isolation at all levels of the cloud this IaaS model provides a fully isolated, secure, dedicated private cloud hosted in an Xterity datacenter.

**Disaster Recovery As A Service (DRaaS):** This service leverages constant data protection (CDP) technology to provide your clients that extra layer of protection for their on-premise servers, or those running in Xterity cloud service datacenters. This service enables you to provide your clients enhanced peace of mind and the ability for their business to mitigate natural and man-made disasters.

**Backup As A Service (BaaS):** This constant data protection service provides automatic replication of storage devices. The service provides "set it and forget it" capabilities with restore points defined by time of day, date, month, and yearly. Retention periods can be easily configured for each restore point.

**Simplified High Availability -** Configured by simply selecting the HA option as client environments are built using the drag-and-drop interface.

**Integrated HA failover and resilience** is provided at both the virtualization (HA cluster) and hardware layers. There's no need for complex and expensive clustering software or additional server, hypervisor or application licenses for failover servers.