

Founded:  
2000

Headquarters:  
San Diego, CA, USA

Number of Employees:  
Approximately 230+ Worldwide

Ownership:  
Publicly held(TSX:BKB, PK:BKBO)

Website:  
[www.bakbone.com](http://www.bakbone.com)

### Profile:

BakBone Software® Inc. is a leading international data protection solution provider that develops and distributes heterogeneous data backup, disaster recovery, replication and storage reporting software for network storage and open systems environments. Focused on delivering advanced technology that allows businesses to centrally manage and control access and availability of data, BakBone delivers scalable solutions that address the complex demands of large enterprise environments, as well as small to medium size businesses. Founded in 2000, BakBone solutions are used by global Fortune 1000 corporations, as well as domestic and international government entities. BakBone's solutions are distributed through a select global network of OEM partners, distributors, resellers and integrated solution providers.

### History:

Starting with software technology originally developed by AT&T Bell Labs in the U.K. in the late 1980's, BakBone has grown into a profitable, multimillion dollar corporation with a market capitalisation of over \$100 million. Headquartered in San Diego, California, BakBone currently employs over 230 people worldwide. BakBone's corporate headquarters house an interoperability lab and certification test centre, as well as the technical, sales, marketing and administrative infrastructure needed to support its global operations. Regional headquarters are located in London, U.K. and Tokyo, Japan. Research and development facilities are located in the US, UK, India and Vietnam. BakBone's stock is publicly traded on the Toronto Stock Exchange under the ticker symbol BKB and the Pink Sheets under the ticker symbol BKBO.

### Integrated Data Protection

BakBone's new data protection framework does just that. It's called Integrated Data Protection™ (IDP™). The combination of IDP and BakBone's customer-centric approach creates unique solutions that dramatically reduce complexity. IDP is a comprehensive suite of heterogeneous data protection technologies that are seamlessly managed from a centralised console. IDP takes an integrated "building block" approach to comprehensive data protection, achieving your data protection objectives, increasing business value and reducing risk. IDP reduces complexity and costs while delivering on the three core concepts of data protection, data availability and data retention.

**Data Protection:** IDP's fully integrated applications and core service components work in

the most heterogeneous environments and make it easy to proactively control, configure and administer data protection

requirements. With IDP's backup, disaster recovery, replication and management capabilities, data is fully protected against loss. BakBone will continue to fully support this portfolio as it expands into continuous data protection (CDP) with the industry's only CDP solution for heterogeneous environments. (CDP solutions back up all enterprise data when any change is made, creating a log of complete storage snapshots.)

**Data Availability:** IDP enforces data policy management to ensure accurate, up-to-date information is available to support people, processes and transactions. Because IDP is fully integrated and supports every element of the IT environment, it is the ideal solution for ensuring business continuity by ensuring data is always accessible.

**Data Retention:** IDP's management capabilities give you maximum flexibility to design, implement and control data policies that meet the most stringent regulatory compliance requirements. IDP makes it easy to leverage existing tape or other archival technologies to meet long-term data storage needs.

### The BakBone product portfolio:

#### NetVault®: Backup

For data protection, disaster recovery and business continuity, the NetVault: Backup product line provides enterprise class data protection for complex heterogeneous IT environments, regardless of size. NetVault: Backup's flexible, modular architecture delivers proven reliability and performance, with an unmatched combination of features designed to meet both current and future data protection needs. NetVault: Backup optional components include NetVault: Backup Application Plugin Modules™, NetVault: Backup Shared Virtual Disk and NetVault: Backup SmartClients™.

#### NetVault: Backup Application Plugin Modules

For data protection, disaster recovery and business continuity, NetVault: Backup's Application Plugin Modules provide online protection capabilities for critical applications including:

- Oracle
- Microsoft SQL Server
- Microsoft Exchange
- MySQL
- Lotus Notes
- PostgreSQL
- DB2
- Informix

### **NetVault: Replicator™**

For the highest levels of availability, disaster recovery and business continuity, the NetVault: Replicator product line provides continuous cross-platform data replication for heterogeneous IT environments over standard IP networks. With NetVault: Replicator, customers can centrally manage both real-time and scheduled replication across multiple sites for a wide variety of server platforms, storage devices, and applications. NetVault: Replicator's optional components include NetVault: Replicator PluginModules and NetVault: Replicator Cluster Support.

### **NetVault: Replicator OnDemand™**

For increased data protection and availability, the NetVault: Replicator OnDemand product line provides complete or incremental snapshots of data, based upon administrative requests.

### **NetVault: Report Manager for Backup**

For improved operational efficiency, BakBone's NetVault:Report Manager for Backup (NRMB) consolidates information from one or more NetVault: Backup (NBU) servers to create an integrated data protection and storage management reporting framework. The NRMB storage dashboard enhances NBU reporting by providing a centralised, single console to visualise and communicate backup performance.

### **NetVault: Report Manager for Disk Space**

For users who require a heterogeneous solution to centralise administration, increase staff productivity, and improve operational efficiencies with enterprise class monitoring and reporting, NetVault:Report Manager for Disk Space (NRMD) provides file system reporting for single or multi-server environments from one common interface. NRMD analyses file system data across Windows®, Solaris and Linux servers for more efficient use of storage resources.

### **VaultDR**

For disaster recovery and business continuity, the VaultDR option to NetVault: Backup automates the recovery of systems and devices to reduce potential downtime created by unplanned service interruptions.

### **VDL/SVDL**

For disaster recovery and business continuity, NetVault:Backup's Virtual Disk Library (VDL) and Shared Virtual Disk Library (SVDL) options provide enhanced backup and recovery performance by creating a virtual tape library on disk. NetVault: Backup's Disk-to-Disk technology allows for flexible configuration of customised virtual libraries, each with its own specific number of tape drives, slots and capacity to fit the situation at hand.

## **Summary: A new vision for data protection**

Data is the lifeblood of almost every business. When it comes to protecting that data, IT must wage war on complexity. Increasingly heterogeneous IT environments, bigger and more complicated databases, exploding demand for data availability, global operations – all these things create risks, decrease flexibility and increase costs. Complexity is made worse by point solutions that solve only part of the problem and are difficult to integrate. In addition, most solutions are themselves complex, requiring a major training commitment and raising operational costs over time. The era of the traditional backup and-restore data protection model has passed. A new data management model has emerged, based on the combined strength of three major ideas:

- Data Protection
- Data Availability
- Data Retention

Effective data protection and management solutions reduce complexity by being flexible, cost-effective, easy to manage and fully integrated. BakBone Software is leading the industry in building these solutions. BakBone offers you:

- Complete integration
- Heterogeneous support
- Simple deployment
- Low TCO
- A customer-and partner-friendly business model
- A long-term commitment to your success

All these things come together in BakBone's new Integrated Data Protection (IDP) product roadmap. IDP delivers Data Protection, Data Availability and Data Retention, using the entire suite of BakBone products to create the exact solution your company needs. Thus, BakBone is the ideal choice for solutions that reduce complexity in your data protection environment, lower operational costs and minimise the risk of a catastrophic data loss.

### **Customers:**

BakBone customers include a broad range of organisations from the small to medium business to the enterprise, from ISPs to academic and research organisations, local, state, federal and international governments to law firms. Among our enterprise customers: AT&T, AMD, Boeing, China Dongguan Government Information Centers, Daimler Chrysler, Daum Communications, Deutsche Telecom, FedEx Express, Lufthansa, Toyota, Sify Hosting, Philips, Shell, Trinity Mirror, HVB Bank, Lockheed Martin, NASA-Mars Lander Project, Shell Oil, Sony Computer Entertainment, the Universities of Tokyo and Brighton, US Courts, Vodafone, Yahoo!, and the world's largest retailer.