

## Consonus Data Protection

### What would happen if you lost your data?

It's a proven fact: the success of your business is heavily dependent on the status of your data. Unreliable data can severely impact core business functions such as sales, shipping and communications, resulting in lost revenue and productivity. Make sure that your important and sensitive information is secure and available through Consonus' Data Protection solutions.

By providing a comprehensive set of data protection solutions, we aim to increase business efficiency levels and innovation while reducing overall cost and risk. Our solutions will help prepare your business against equipment failure, accidental loss of data, or disaster.

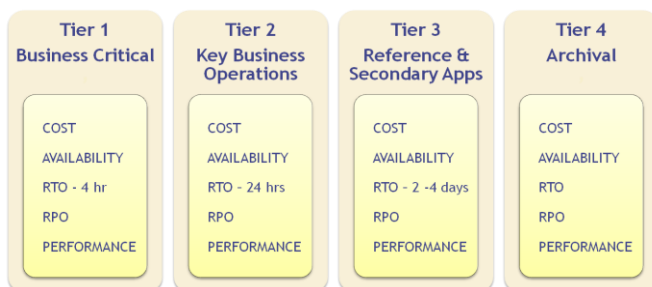
### The Consonus Approach

In today's business world there is a relentless pressure to do more with less—the insistence for more data usage adds strain to declining budgets and manpower. With corporate information growing an average of 50-80% a year, make sure your infrastructure can easily withstand this data demand and remain operationally effective.

Consonus offers the assurance of a streamlined, up-to-date and accurate data protection scheme that is well architected to match your business objectives. This is done through conducting both quantitative and qualitative research and analysis of your data infrastructure, including our Data Protection Assessment Workshop of your current backup environment.

These assessments enable us to determine which data protection options are best for you, taking into consideration data retention policies, availability needs, corporate governance issues, and disaster recover/business continuity. We want to ensure your data protection strategy meets your Recovery Time Objectives (RTOs) and Recovery Point Objectives (RPOs).

No matter the data protection needs of your business, Consonus assures your information across 4 Data Protection Tiers, ranked according to criticality:



### Assessment Workshop Service

We conduct a thorough interview process to identify your data protection goals and requirements. Combined with our specialized data-gathering tools that expose gaps and configuration challenges within your existing system, we're able to deliver a solution roadmap with recommendations for appropriate and necessary improvements. These improvements may include using new technical capabilities, integration with data storage and encryption applications, and consolidation of environments.

### Workshop Approach and Benefits

Customer Objectives	Approach	Benefit
Optimal Data Protection	Gather and Report on Real Customer Data	Optimize Current Tech Investment
Reduce Costs	Review Current Asset Utilization	Root out Inefficiencies
Solve Current Pain Points	Tools to Quantify Current State	Justification for Remediation
Plan for Future Growth & New Requirements	Map findings to customer goals	Identify Enabling Technologies

### The Consonus Difference

We effectively help you accomplish your objectives by:

- Reducing infrastructure costs
- Improving manageability
- Reducing risk exposure

Leverage our 20 years of data center experience to understand the implications of your Data Protection choices, learn how they will affect your Disaster Recovery strategy, and make certain your solutions fit suitably into your overall Business Continuity Plan.

Expect to find a more efficient, less costly upgrade process. See significant reductions in both capital and operational expenditures. And ensure your data is continuously protected in a timely and flexible manner.

