Agenda

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2  – Product Overview
3  – Installation & Deployment
4  – Backing up & Restoring VMs
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About Altaro
Altaro Software

- Founded in 2009; offices in United States, United Kingdom, Germany and Malta
- Targeted towards Small & Mid-Market
  - <1,000 employee companies
- 40,000+ Customers across 113 countries
- 7,000+ Partners Worldwide
- 170+ Independent 5 Star Product Reviews
- Strong growth over the past years

Hyper-V/VMware Hosts protected by Altaro
Vision

*Become the No.1 Virtual Backup solution for Small & Mid-Market Businesses*
4 core values we believe in:

- **Easy to use;** take your first backup in 15 minutes

- **Outstanding Support;** calls answered in less than 30 seconds

- **Exceptional Educational Marketing;** 200+ free Hyper-V & VMware tutorials, ebooks & webinars

- **An Empowered Channel;** 7,000+ WW partners to help you succeed
40,000+ customers are using our software

- While brand names trust Altaro; 95% of our customers are Small & Mid-Market businesses
Reviewers & Customers rave about us...

- “This is one of the best backup products I've seen in the last 10 Years in IT.”
  - Stefan Ebenhoch, Data Studio Network Solutions

- “Altaro has proven its worth three times with DR for me. Tech support has also been excellent!”
  Robert Mesec, Network Administrator, University of Colorado

- “Your support team is one of the best I have ever dealt with. Actually it is probably is the best.”
  - Paul R. Loria Jr., Xerox

... and we get a lot of love from the SpiceWorks community too – over 140 five star reviews
Product overview
Altaro VM Backup 7

Product overview

- **Hassle-free backup of both Hyper-V and VMware VMs, built for the SMB**

- **Designed to be easy to use and deploy**
  - 15 minutes to install, minimal ongoing maintenance
  - Admin doesn’t need to get into complexities of configurations and saves time/hassle

- **Everything you need in a backup solution:**
  - **Advanced functionality** - Deduplication, Offsite replication, File & Exchange item-level restore, etc.
  - **Scales** - Central management capabilities for larger environments
  - Fully supports **Hyper-V Clusters** (CSV & SMB3) and **VMware vCenter**
  - **Optimized performance** - FAST, small backups, easy on resources

- **Unbeatable value**
  - Includes all the tools needed for a solid backup strategy for Hyper-V & VMware, with an honest price and simple pricing

- **Outstanding Support**
  - Less than 30 seconds call pickup
  - No tier 1 agents or gatekeepers
  - Premium support offered as part of the package to everyone
  - Experts in Hyper-V and VMware
Altaro VM Backup 7

Supported hypervisors

- **Microsoft Hyper-V:**
  - Windows Server 2016
  - Windows Server 2008 R2
  - Windows Server 2012
  - Windows Server 2012 R2
  - Windows Server Core

- **VMware:**
  - ESXi - v5.0, v5.1, v5.5, v6.0 & v6.5
  - vCenter - v5.0, v5.1, v5.5, v6.0 & v6.5

  (Free version of ESXi is **not** supported)
Altaro VM Backup 7
Management console
Features & Benefits
Backing up your VMs

- Hot / Live backups - zero downtime on your VMs during backup
- Backup of all guest Operating Systems - Linux, Unix, Old Windows versions etc
- Backup of Exchange / SQL VMs - Transaction logs for SQL and Exchange will be truncated
- Change Block Tracking (CBT) - Real-time change tracking for both Hyper-V and VMware
- Backup Compression
- Backup Encryption - Military grade 256-Bit AES Encryption
- Host-level concurrency & full control over backup operations

- And....
Cloud Backup to Azure

- Uses Azure Block Blob storage which is the **most cost effective** Azure storage option.
- Restores from Azure to different Altaro VM Backup installations.
- Supports Altaro's compression, encryption and industry best deduplication; resulting in the **lowest Azure storage requirements**.
- Does not require a VM running in Azure; meaning further Azure savings.
The underlying technology
Augmented Inline Deduplication

- **The best Deduplication available on the market!**
  - Significantly lower storage requirements
  - Much faster backups
  - Less data transferred, thus loads of bandwidth saved

- Augmented inline deduplication ensures that common data is only transferred to the backup or offsite location ONCE, without the need for Post-Process Deduplication!
  - Our Deduplication is NOT per job, so you do not need to group similar VMs in the same backup job
  - Our Deduplication also works across all versions (all time) currently on the backup drive

- **Variable Block** size Deduplication for the best efficiency

- Augmented Inline Deduplication is **not** taxing on server performance

- **The more VMs you back up - the better the storage efficiency**
Augmented Inline Deduplication comparison

- Dedupe comparison with other vendors
- Test backup:
  - 830GB (Initial size of all VMs)

<table>
<thead>
<tr>
<th>Product</th>
<th>Initial size of all VMs</th>
<th>Size of backup (lower is better)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veeam Backup &amp; Replication 9.5</td>
<td>830GB</td>
<td>620GB</td>
</tr>
<tr>
<td>Acronis Backup 11.7</td>
<td>830GB</td>
<td>590GB</td>
</tr>
<tr>
<td>Altaro VM Backup v7</td>
<td>830GB</td>
<td>390GB</td>
</tr>
</tbody>
</table>

Industry best!
Some stats on deduplication
Sample of 100 customers’ data

Data backed up: **450 TB**

**AVERAGE CUSTOMER**

**SAVES 63%**
in backup storage thanks to our Augmented Inline Deduplication

Backup storage required: **120 TB**

OF DATA
Some stats on deduplication
Our biggest saver

Data backed up: 14.93 TB

Backup storage required: 536 GB

96% STORAGE SAVED
Backup scheduling

Manage backup times

- Simple backup scheduling using schedule groups
- Single or multiple Schedules per VM
Retention policies
Automatically manage storage space

- Automatically clear older backup versions from your backup storage
- Separate policies for onsite & offsite backup data
Restoring your VMs

- **Full VM Restore**
  - Restore clone
  - Restore different versions
  - Restore to different host
  - Boot from Backup Drive

- **Granular Restore**
  - **File level restore** - Instantly browse the contents of the VHD/VMDK files of the VM, choose which files/folders you would like, and restore just these files/folders to a specified location on disk
  - **Exchange item level restore** - Instantly browse the contents of a Microsoft Exchange (2007 or later) database inside the VM you have backed up, and restore individual items from the Microsoft Exchange Database to a PST.
Restoring your VMs

Boot from Backup

- **Instant Boot from Backup**
  Enables users to instantly boot any VM version directly from the backup location, thus drastically reducing RTOs (Recovery Time Objectives)

  - **Verification mode:** Instantly boot up your backed up VMs for verification
  - **Recovery mode:** If disaster strikes, the VM can be booted up instantly from the backup drive with minimal downtime, while the VM is restored back to the Hypervisor in the background.

A simple VM reboot completes the recovery process and preserves any changes done while the VM was booted.
Restoring your VMs
Sandbox restore & verification

- Run manual or automated integrity checks of your backup data
  
  - **Verify backup folders** - Verify backup data checksums without requiring additional disk space or attaching the VM to the hypervisor
  
  - **Full test restore** - Fully restore a VM and attach to the hypervisor while in a sandbox environment to ensure that it boots, without affecting the production environment
Altaro VM Backup Cloud Management Console (CMC)

Multi-tenancy
Designed to monitor & manage multiple hosts, customers (if you’re an IT Reseller) or sites

Backup Templates
Setup schedules, retention policies, advanced settings and assign them to a large number of VMs across different Hosts

Manage your Backups/Restores
Start backups and restore VMs from the online portal

Real-time Status Updates & Alerts
View live operation activity & backup results as they occur, and set instant email alerts for successful operations, warnings, failed operations and more.

Access portal from anywhere
There is no need for a VPN or to be on-site. You don't need additional software, simply use a web browser.

Billing & Reporting
Daily email reports summarising Backup / OC / Verification operation status / issues + easy subscription billing (for MSPs) on a monthly basis
Get help
Right from inside the management console

- Easily Generate Error reports and upload directly to our team
- LiveChat with us directly from the Altaro management console
LIVE DEMO
Exciting Roadmap Ahead!

- **Continuous Data Protection (CDP) & Grandfather / Father / Son**
  - Shift from daily backups to continuous data protection
  - Back up every minute
  - Best Recovery Point Objective (RPO) ensuring only a few minutes of data will be lost in data loss scenario
  - Grandfather / Father / Son backup schedules allow multiple backup cycles

- **Replication**
  - Bootable version of each VM will be built and maintained on an offsite server, allowing users to boot a VM within seconds in the case of a DR event.
  - Minimal Recovery Time Objective (RTO)

- **Disaster Recovery as a Service (DRaaS)**
  - Bootable VM maintained through Replication for failover from the customer premises to the MSP’s Servers.
  - Altaro VM Backup will ensure that the failed over VM will still be accessible as if it is still running on the customer premises without any configuration changes necessary.
Installation & deployment
Really quick & easy setup

1. Download and install Altaro VM Backup on a Windows machine
   (can also be a Hyper-V host)
   - Windows 7 / 8 / 10 (64-Bit)
   - Windows 2008 R2 (all editions)
   - Windows Server 2012 (all editions including core)
   - Windows Server 2012 R2 (all editions including core)
   - Windows Server 2016 (all editions including core)

2. Add your Host(s) to the Altaro VM Backup Console
   - Standalone Hyper-V Server (2008 R2 - 2016)
   - Hyper-V Cluster (2008 R2 - 2016)
   - Standalone VMware ESXi Server (v5.0 - 6.5)
   - VMware vCenter (v5.0 - 6.5)

3. Choose where to store your backups
   - USB/Sata External Drive
   - File Share/NAS/SAN using a UNC Path
   - Altaro Offsite Server
   - Azure Cloud
Backup destinations

What media can I backup to?

- USB External Drives
- eSata External Drives
- USB Flash Drives
- File Server Network Shares using UNC Paths
- NAS devices (Network Attached Storage) using UNC Paths
- Internal Hard Drives (recommended only for evaluation purposes)
- RDX Cartridges
- Altaro Offsite Server via Internet / WAN

Note: Altaro VM Backup does not support backing up to any Tape devices
Installation & deployment

Additional tools

- The **Remote Management Tools** (optional) can be installed on any workstation to allow you to remotely connect to the Altaro VM Backup management console.

- The **Altaro Offsite Server** tool (optional) can be installed on an offsite machine to allow the transfer a redundant copy of your backups over a WAN/Internet connection.

*Note:* **All of these tools are free of charge and do not require an additional license**
Different editions & licenses
## Licensing & pricing

<table>
<thead>
<tr>
<th>Edition:</th>
<th>Free</th>
<th>Standard</th>
<th>Unlimited</th>
<th>Unlimited Plus</th>
<th>MSP</th>
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<tbody>
<tr>
<td>Max # of VMs</td>
<td>2 VMs per Host</td>
<td>5 VMs per Host</td>
<td>Unlimited VMs per Host</td>
<td>Unlimited VMs per Host</td>
<td>Unlimited VMs per Host</td>
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<tr>
<td></td>
<td>• Basic Backup</td>
<td>• Offsite Backups</td>
<td>• Augmented Inline Deduplication</td>
<td>• Backup to Azure</td>
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<td></td>
<td>• Scheduling</td>
<td>• Encryption</td>
<td>• Boot from Backup</td>
<td>• Altaro VM Backup Cloud Management Console (CMC) *</td>
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<tr>
<td></td>
<td>• Basic Restore</td>
<td>• File Level Restore</td>
<td>• Support for Clusters &amp; vCenter</td>
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<td></td>
<td>• Restore to different host</td>
<td>• Exchange Level Restore</td>
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<td>• Priority Tech Support</td>
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<tr>
<td>Price per Host</td>
<td>Free</td>
<td>€425 / $515 / £330</td>
<td>€520 / $625 / £450</td>
<td>€725 / $875 / £650</td>
<td>Pay Per VM Per Month</td>
</tr>
</tbody>
</table>


* In the case of Unlimited Plus, CMC access needs a valid SMA after 1st year charged at 25% of list price.
Licensing & pricing

- **Very competitively priced** - Competing products cost 2-3x as much

- Priced per Host, **not** per socket
  
  *Example:*
  
  - 10 VMware Hosts, 1 socket each host = 10 Licenses
  - 20 Hyper-V Hosts, 4 sockets each host = 20 Licenses
  - 1 Hyper-V Host & 3 VMware hosts = 4 licenses

- 1 Year SMA free with your purchase - Includes free upgrades and support

- Subsequent years are 25% of the cost price per year
“The Best Support in the IT Industry”

- Speak directly to a product expert - No tier 1 agents or ‘Gatekeepers’.

- "You are the best company I've ever been in touch with when it comes to customer support!"
  - Wenche Ostmo, Ministry of Justice and Public Security
Partner Program
Partner Program
For IT Resellers / MSPs / VARs

- 100% Channel Focused
- Free NFR Keys, lead support & more
- Local Presence
- Altaro Partner Portal

Free access to the ground-breaking Cloud Management Console
(Monitor and manage all your customers’ VM backups from a single online console)

- To join the Altaro Partner Program go to: [http://www.altaro.com/partner-program.php](http://www.altaro.com/partner-program.php)
- If you would like to try our MSP subscription, sign up for your Free 30-day Trial: [http://www.altaro.com/msp-backup-solution.php](http://www.altaro.com/msp-backup-solution.php)
Summing it all up...

**Hassle-free backup of Hyper-V and VMware**
Set up rock solid backup strategies in under 15 minutes

**Unbeatable value**
A highly capable VM backup solution without the budget drain

**Outstanding Support**
Fast, effective Support as part of the package; Calls answered in less than 30 seconds
Next steps

- For a 30 day trial visit [http://www.altaro.com/vm-backup/](http://www.altaro.com/vm-backup/)

- Contact sales@altaro.com or an Altaro Partner ([http://www.altaro.com/vm-backup/buynow.php](http://www.altaro.com/vm-backup/buynow.php))
Contacts & Resources

Email - support@altaro.com or sales@altaro.com

Live Chat - http://support.altaro.com

Phone - **UK:** +44 (0) 203 397 6280  |  **US:** +1 (919) 251 6280  |  **DE:** + 49 89 20802 6955

**Support Hours:** Mon – Fri: 9am to 2am CET / 3am – 8pm EST
Thank you