

esXpress Value Proposition

www.phdvirtual.com
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In order to remain productive and profitable and to comply with regulations, every business must protect their data. This critical business need has been addressed by many data protection solutions optimized for the physical IT infrastructure, resulting in a well-established market.

This market remained mostly unchanged until a major disruption took place – Virtualization. This fundamentally altered how IT infrastructures would operate and how VM data should be protected. When implemented in a virtualized environment, traditional solutions quickly proved to be too costly, non-scalable, and unmanageable.

Since the legacy data protection solutions could not effectively satisfy VM data protection needs, PHD Virtual created a revolutionary solution – **esXpress**. Because it is a virtual machine itself, esXpress protects data the way VMware intended, by protecting virtual data with virtual machines. This paradigm shift resulted in a remarkable business value proposition for every business with virtualized IT.

When planning for an availability and resiliency model, two critical data points to consider are Recovery Time Objective (RTO) and Recovery Point Objective (RPO). Along with these objectives, a data protection solution must meet certain business and operational requirements. esXpress offers the following advantages for each requirement:

1. **Data Protection must not affect IT services to the business in order to maximize the uptime and productivity.**

esXpress offers the best ability to meet the most demanding RTO and RPO objectives and maximizes business uptime by conducting data protection processing 24x7 without affecting IT service to business.

2. **Data Protection must be Fault Tolerant to provide business continuity and uptime, as well as provide continuous, reliable data availability.**

With esXpress' fault tolerance, data backup and restore is available 24x7, allowing for business uptime and continuity.

3. **Data Backup must complete during the time window provided by business operations to IT.**

By executing backups up to 16 times faster than any other solution and by reducing the amount of data with de-duplication ratios on average of 25:1, backups are always completed during time window allocated.

4. Data Restore must be immediate in order to conduct business in an agile and timely manner.

Business does not have to wait for any data protected by esXpress. Data Restore is immediate due to esXpress' ability to restore individual files at any time.

5. Data Protection must be trusted in order for business to operate and to meet legal and compliance requirements.

esXpress is the only Data Protection solution that checks and repairs data 24x7. Data restored by esXpress is true data and can be trusted every time.

6. Data Protection must be secure in order for businesses to be protected from cyber attacks and business disruptions.

The threat of cyber attacks is real and any application can be compromised. Because esXpress uses virtual machines which exist only during the backup and restore process, it is much more secure than any other Data Protection solution. esXpress also uses extremely secure encryption, password schemes, and application port access.

7. Data Recovery must be a critical part of Disaster Recovery plan.

With esXpress, business data can be recovered without a software license and without the esXpress software; backed up data is owned by the customer, not the software vendor. Data backed up with esXpress can be restored when and where it is needed in the event of a disaster.

8. VM Data Protection must be able to compliment and integrate with existing physical data protection solutions. Most companies retain their physical infrastructure resulting in a need to connect virtual and physical data protection.

Business needs IT continuity in order to operate efficiently. Virtual Data Protection and Physical Data Protection must often co-exist. esXpress is the only VM Data Protection that compliments and integrates with physical data protection solutions via its unique Data Smart Dynamic Export (DSDE). DSDE seamlessly bridges the gap between virtual and physical data, providing the business with IT continuity.

9. VM Data must not force the business to buy more storage than needed and must decrease the Total Cost of Ownership (TCO) for a virtualized environment.

esXpress' Source-Side-Data-De-Duplication dramatically reduces the need for additional storage and lowers the overall cost of VM Data Protection

The bottom line: esXpress offers the following business benefits to every customer:

- Trusted Data thanks to esXpress 24x7 data checks
- Data Security and Availability
- Enhanced Business Uptime thanks to uninterrupted data services
- Data Access – Anytime, Anywhere.
- Highest Performance Data Protection for business growth
- Business data continuity across VM and Physical Data
- Lowest Data Protection TCO in the industry

Thousands of customers across the globe in industries that include finance, manufacturing, media, education, government, high-tech, services, and more, trust their critical data to esXpress. Shouldn't you?

About PHD Virtual

As the pioneer of virtual backup appliances (VBAs), PHD Virtual Technologies has been transforming data protection in virtual IT environments since 2006. Its award-winning data protection solution for virtual infrastructures, esXpress, is used today by more than 2000 enterprises worldwide to achieve unlimited dynamic growth, high availability, no single point of failure and scalable performance. PHD Virtual is committed to helping our customers and provides free, easy-to-use virtualization utilities to assist with the administration and management of virtualized environments.

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