



# 321-Backup<sup>®</sup> Overview

Hybrid, LAN/WAN, & Cloud Backup Technology

Whitepaper

Understanding the challenges of data backup for small, medium, and enterprise businesses. In non-technical business terms for owners & managers.



## Contents

- 3 What Are 3-2-1 Backups?
- 4 What Is The Hybrid Cloud & Why Does It Matter?
- 5 How Does 321-Backup Help Combat Ransomware?
- 6 What Does It Cost? (CapEx Vs OpEx)
- 6 Where Is The Cloud?
- 7 Questions & More Questions
- 7 What's Included With 321-Backup?
- 7 Knowing What You're Getting & Not Getting Is Important
- 8 What's Not Included With 321-Backup?
- 8 Tell Me What 321-Backup Does
- 9 What Other Companies Are Using This Solution?
- 9 Is It The Right Solution For Me?
- 9 How Do I Get Started?



## What Are 3-2-1 Backups?

There is a rule in backups called the 3-2-1 backup rule. Stated simply it means that you want to keep three copies of anything that is important to you. You want to make sure that two of those copies are on separate media, meaning they shouldn't be on the same hard disk, or on the same PC or server. And you also want to make sure that one copy is held offsite. Seems pretty simple. 3-2-1 is a great way to think about backups and it's the reason we named our product. We've been around the block and we've seen companies and individuals lose data. Most of the time, these things could have been avoided if these three simple rules were followed.

A simple cloud dashboard puts you in control of your backups so you can recover files easily without a technician.

So why doesn't everyone follow these rules then? Well, there is a lot more to it. People travel with laptops, have different software versions, and just plain work differently causing data backup to be overlooked.

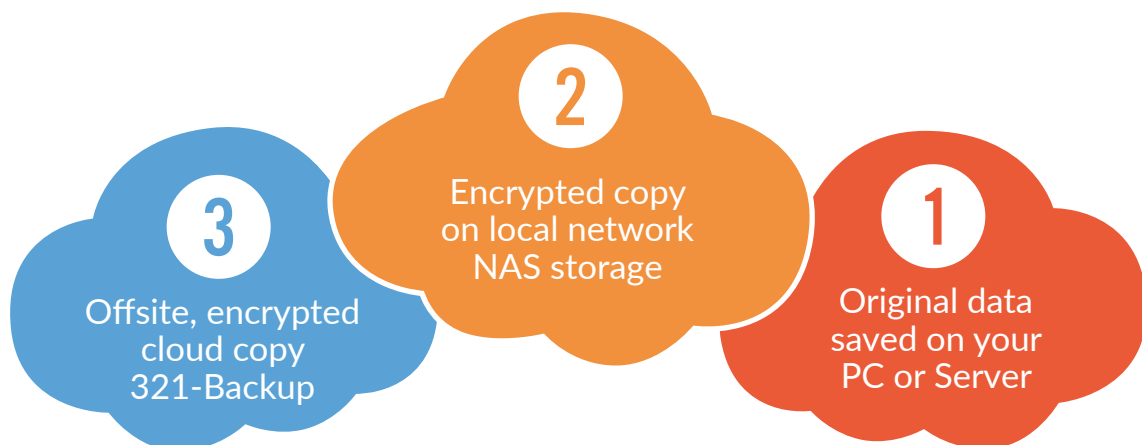
321-Backup® is designed to handle backups automatically; nothing to click, nothing to do – they just work. Your only job is to make sure that your PC is left on for the backups to run, and if you forget, no worries, 321-Backup will re-sync everything the next time it has the chance.

Skipping the fancy language, and boiling backups down to these three simple things allows us to focus on providing backup technology that is easy, secure, and reliable.

The bottom line is that no one needs or wants excuses; you simply need to know that your backups work and that they work consistently to protect your data. That's what we do! In the following pages, we will describe more advanced features. As you read this information, please feel free to call or email – our goal is to make backups simple.

The 321-Backup solution is a comprehensive set of tools to provide a solution to the complex problem of backing up data in our modern world. Mobile workers?

No problem. Need a local copy of your data? Yep, that's built-in. Concerned about security? We are too, so our solution offers up to 448 bit HIPAA and PCI compliant data encryption. Worried about bandwidth? We are too, so the 321-Backup solution uses deep deduplication to only send modified block-level changes to the Cloud. Data archiving and bare-metal restore you say? Yep, that's built-in too. So is a web dashboard that allows you to recover your own files – putting you in control so you don't have to find a technician just to restore a file.



## What Is The Hybrid Cloud & Why Does It Matter?

Simply stated, it's the best architecture for backups in which you have a local copy of all of your data, and also have an offsite copy in the cloud. This allows you to restore files or your entire PC at network speed, but also have the confidence that if your office burns down, or you get hit by lightning, that your data is protected and sitting in a secure data center.

In backup terms, there are two primary factors governing speed RPO & RTO. RPO is the Recovery Point Objective. Essentially, this is how frequently you create a backup. You can recover to any recovery point where a backup was created. Some enterprise customers may backup servers every hour, while individual PCs may be backed up daily. The RPO defines the maximum amount of time that you could possibly lose if a failure were to occur.

The RTO is the Recovery Time Objective. This is how long it takes to recover a file or a complete system in the event of a major failure. If a PC were to fail and we have a local network copy of the PC or server (because of our hybrid architecture) we can recover within a very short period of time after the drive is replaced. In the event of a catastrophic event, such as a fire, the RTO is longer because files need to be recovered from the cloud. With the 321-Backup solution, the RTO can be extremely short because the backup solution supports backing up to live VMware images, which are stored on the network. With this solution, the RTO can be a matter of minutes.

“321-Backup allows me to focus on my work. I know if something goes wrong, I can quickly roll back to an earlier version.”



## How Does 321-Backup Help Combat Ransomware?

We live in a scary world where cybercriminals are now infecting PCs and installing malware which encrypts the data on the hard drive and even on network shares. Once the data is encrypted, the criminals blackmail the victim, forcing them to pay for the encryption key to un-encrypt their own data.

Millions of dollars have been lost by companies and individuals. With the money from previous victims, hackers continue to improve their

software and ransomware continues to evolve and evade antivirus and antispysware software.

321-Backup allows you to have confidence that you have multiple copies of your data. In the unfortunate situation where your local data is encrypted by a hacker, your PC or server can be restored to a prior backup (usually the previous day) either from the local backup copy or from the cloud copy of your data.

This eliminates the need to pay the cybercriminals and allows you to recover quickly – saving your company thousands.

321-Backup creates multiple backup copies of your data to provide protection against all known ransomware applications.



CryptoLocker, VeraCrypt, TelsaCrypt, and other ransomware can encrypt your data, making it inaccessible to you. Cybercriminals are extorting millions of dollars from businesses and individuals this way. 321-Backup gives you multiple layers of protection to protect your data from attack.

## What Does It Cost? (CapEx Vs OpEx)

There are several costs to consider and to understand this we need to throw out some terms. CapEx, or Capital Expenses, is how backups have traditionally been purchased. In the CapEx world, you purchase a software license, purchase backup hardware (such as a tape-drive, NAS, and other things), and you typically face forklift upgrades. As you upgrade your Operating System (OS) over the years (i.e. going from Windows 7 to Windows 10), you typically end up purchasing a new version of the software. Microsoft did this for years with Microsoft Office, releasing version after version, and companies spent considerable amounts of money to upgrade to the newest version.

At Thinix, we like to provide managed services to help customers keep costs down. In our managed services we bundle software, support, and the service into one monthly price, or OpEx (Operational Expense). Since all of these things are bundled, the up-front cost is much, much lower; services are scalable (allowing you to buy

only what you need), and forklift version upgrades are eliminated. When the next OS from Microsoft is released, your software may need an upgrade but the costs are built into the contract.

“As companies move from CapEx to OpEx, costs are much more predictable, scalable, and manageable.”

— Anthony Clark,  
Director of Business Development

## Where Is The Cloud?

The cloud consists of data centers around the world. However, your data will reside, fully encrypted, in the secure data centers of our backup host. These data center locations are located in Silicon Valley, Atlanta, and five other data centers worldwide.

## 321-Backup® Data Center Locations





“Our goal is to provide a range of services that provide exceptional value to our customers; with the ability to dive as deep as necessary to provide a fully comprehensive backup solution.”

— Anthony Clark,  
Director of Business Development

## Questions & More Questions

As you enter the world of backups, you have questions and just when you think you have asked them all, you will find that you need to ask more. One of the benefits of partnering with Thinix is that we have the experience and depth-of-knowledge to make sure you get the right answers to your questions. If we don't know the answer, we don't guess, we seek to understand and have direct, contractual relationships so that we have the ability to get answers or support when it is really needed.

## What's Included With 321-Backup?

- Included is the software that gets installed on your PC or Server to backup your data. There are no extra modules, no hidden fees, no Agent for SQL, Exchange, or other things. It's an all-inclusive price. This is in stark contrast to (often expensive) backup software of the past.
- The cloud storage needed to store your backup in the data center is included too.
- Tools? Yep, they are included too. Tools to recover in the event that your PC or server crashes, tools to manage backups, mount cloud storage as a drive, seed (create initial backups), and more are all included in the base monthly price.
- Honest, trustworthy recommendations and support from Thinix, a 17+ year old technology company you can trust!

## Knowing What You're Getting & Not Getting Is Important

Many times in life, what you need to ask is “What's not included?” Companies will tell you everything except what is missing. That's just now how we operate. We want full disclosure – so when we propose a backup solution it will be a complete, comprehensive solution that includes everything needed.



## What's Not Included With 321-Backup?

As we mentioned, this is a hybrid cloud solution. As such, it isn't required, but most installations will want to have a local backup copy of the data. This copy is called the Speed Vault. Depending on your situation, you may or may not need this, but for most small businesses with a half-dozen PCs, you will want a local backup. So what we will propose is typically a small box called a NAS or Network Attached Storage appliance. The NAS is a small enclosure that has one or more hard drives.

Labor will typically be provided as an up-front cost in our proposal and will not be included in the month-to-month cost.

Monitoring will not typically be included in the base price but is available as an option. For a small business network, we will typically configure the backup job alerts to be emailed to someone on your team. We will see the status of alerts in our dashboard, but we don't actively monitor or test your backups on a daily, weekly, or monthly basis.

Another thing that isn't included is labor to assist to recover files or restore a PC from a failed hard disk. These services are available from 321-Backup and we will use these tools to help get you up and running, but the labor to recover files is an hourly service and will be billed as needed.

Advanced troubleshooting, if for some reason your PC doesn't back up or has problems backing up we are here to help. If you have a simple question, we answer those at no charge. However, like all things related to computers, some issues may be complex to resolve and we would charge to provide advanced troubleshooting if that is needed.

## Tell Me What 321-Backup Does

The 321-Backup solution provides full backups of all files and folders on your PC and server. It integrates with Microsoft's VSS (Volume Shadow Copy Service) so it can do an excellent job of backing up files that are in use.

It provides bare-metal restore capability, so if you lose an entire hard drive you can recover quickly from bare-metal (on a new PC or drive).

One key feature is the ability to restore the OS to your existing hardware. In the event the hardware is failed or outdated, 321-Backup can do a file-level restore, moving your files to dissimilar hardware as needed. This enables you to move your documents from an old OS to a new one.

321-Backup has numerous additional features. We can answer any technical questions and provide detailed software information upon request.



## What Other Companies Are Using This Solution?

The platform used by 321-Backup has over 150,000 daily backup users, generating 50-million backups annually, and over 50,000 file-restore operations per month – all with 100% restore success rate.

## Is It The Right Solution For Me?

321-Backup is a great fit for businesses in these situations:

- If you have fewer than 6 file servers or fewer than 20 PCs.
- If you have distributed offices or mobile users needing backups.

For other businesses and large enterprise applications, Thinix has alternative solutions that may be a better fit.

No matter how hard companies try, no solution is right in every situation, for every customer. Thinix has been in business for over 17-years by providing excellent solutions to our customers. We have integrity and value being a partner that you can trust. We will never recommend a solution that isn't the right fit for our customers just to make a sale. We're in it for the long game. We seek to earn the trust of our customers by not only providing solutions that work but that are also the right-size and right-fit for our customers. The way we accomplish this is by taking the time to meet with customers and understand their needs before recommending a solution.

## How Do I Get Started?

Just give us a call at 800-659-3529, or send an email to [sales@thinix.com](mailto:sales@thinix.com). We will provide a free, no-obligation consultation where we will discuss your company's needs and possibilities. We can also arrange a no-obligation free trial so you can test 321-Backup.



**Call 800-659-3529 or email [sales@thinix.com](mailto:sales@thinix.com) for a free, no-obligation consultation today!**