

BUSINESS OVERVIEW FOR MANAGED SERVICE PROVIDERS

- Instantly Profitable Out-of-Region Backup
- Critical Information Protected and Audit Ready
- Multiple Service Revenue Opportunities



Digisense Approach

Digisense provides managed service providers (MSPs) with a set of services that combine the best of the tech ecosystem in a flexible, pay-as-you-go package that lets them offer compelling, reliable data management to their small business customers.

Data Management Opportunity

Over the last several years small to medium-sized businesses (SMBs), particularly professional service firms, have increasingly demanded secure data management for their critical, core business data. These businesses typically don't have IT departments or even dedicated staff, but they do have a critical business need for well managed IT services, the services that MSPs provide.

In addition, new regulations (Sarbanes/Oxley, HIPAA) mandate secure data management and reporting on the part of businesses both large and small. These regulatory trends present a major market opportunity and drive demand for data management services. Increasingly, SMBs are struggling to manage their digital data securely and reliably while running their day-to-day core business, just as the enterprise market has had to do for years. Nevertheless, many SMBs are still using error-prone technology such as tape backup for data storage, with well known risks and management limitations. Until recently, the cost and complexity of secure out-of-region data archiving and retrieval has been prohibitive for the small business owner. Fortunately, Digisense lets you offer a cost effective data management solution to your customers — converting exposures to opportunities.

Instantly Profitable Out-of-Region Backup

Digisense's pricing is aligned with the MSP business model. Digisense charges MSPs a flat monthly fee for the appliance, software, and support, just as they charge their customers a flat fee. There are no upfront

or other hidden charges. With automated installation, MSPs can begin providing data management services to their customers in less than an hour. MSPs maintain complete control of the data at all times by directly contracting for data storage with Amazon's S3 Web Service.

Critical Information Protected and Audit Ready

Digisense automatically encrypts all customer data before caching it locally and sending it to Amazon S3's out of region data vaults, storing it securely to meet audit requirements while enabling rapid recovery. Current tape and USB-based solutions, which often require carrying unencrypted media offsite, are risky and can result in loss or theft of critical business data. Waiting for backup media to be physically retrieved from offsite lengthens recovery time. Many natural disasters are regional in scope and might destroy local copies. Digisense's technology overcomes all these shortcomings, providing a secure, audit-ready solution.

Multiple Service Revenue Opportunities

As a MSP, you can offer multiple services based on the Digisense technology: remote backup, out-of-region backup, disaster recovery, and archiving. Digisense enables you to customize the service and maximize your gross margin. You can start with basic out-of-region backup and add other services later, such as disaster recovery and archiving. You are in control.

Getting Started

Our appliance subscription includes all the necessary software to support common server operating systems and applications. Digisense offers several appliances with cache sizes from 250 gigabytes to 3 terabytes.

By simply contacting Digisense and signing up for Amazon S3 Web Services, you can immediately begin offering data management services to your customers.

Digisense, Inc.
386 Main Street
Suite 210
Redwood City, CA 94063
V: (650) 362-0401
F: (866) 895-0546
www.digisenseinc.com

TECHNICAL OVERVIEW FOR MANAGED SERVICE PROVIDERS

- Complete Solution
- Easy to Manage
- Comprehensive Security Model



Digisense Solution

Designed by and for service providers, Digisense solves the business and technical pain of data management services. By harnessing the power of web services, we give you the power and control of a datacenter without the cost or hassle of running a datacenter.

Tape based approaches require ongoing personnel expenses and create multiple security exposures. By combining an onsite disk cache with offsite secure storage, Digisense is able to eliminate the need for tape or other media.

In 2006, Amazon launched S3, “Simple, Storage Service” for the Internet. Amazon S3 provides a simple web services interface that can be used to store and retrieve any amount of data at any time from anywhere in the web. Digisense offers MSPs a turn-key system that caches data at a customer’s site before uploading it for long-term storage in “data vaults” at Amazon’s enormous, replicated, and inexpensive server farms.

Complete Solution

Digisense delivers a turnkey appliance that resides at the customer site and caches data. The product includes an agent to manage Windows server applications, and can also backup network accessible shares without an agent. The MSP remotely manages the customer’s data, including out-of-region backup, archiving, and disaster recovery, using a web interface. Digisense gives MSPs the benefits of managed offsite storage with the instant response of a local network device.

Easy to Manage

Specifically designed with the needs of the MSP in mind, the Digisense appliance supports SNMP monitoring for their existing management consoles. In addition, there is an open scripting interface to remotely manage database and vertical applications. Bandwidth throttling, which can be adjusted by time and day of week, is included and can be configured remotely.

Comprehensive Security Model

Encryption alone does not ensure strong security. Digisense delivers a comprehensive security model, including automated key management, integration with Microsoft Active Directory authentication, role-based access control, strong AES encryption, and patent-pending data management capabilities that ensure data integrity and confidentiality at all times and over time. The best encryption in the world means nothing without effective key management.

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