

Executive Overview

For two decades, our 24/7/365 team has been backing up, managing, and recovering client data routinely and in high-stress situations for our clients, ensuring the highest level of business resilience.

- Privately Held, US-based company founded by Disaster Recovery experts in 2001
- Over 100 Petabytes of Data Under Management
- 500+ Customers and 100% Restore Success Rate
- Product agnostic - we take a diagnostic approach to your customers, with flexibility to couple multiple solutions together to meet your clients' requirements exactly
 - Acronis Platinum Partner – Largest Disaster Recovery Partner Globally
 - Commvault – Elite Managed Service Provider
 - Datto/Kaseya – Blue Diamond Partner
- Managed Services Tiering to equip IT Teams with the exact services they are looking for, whether they need a "hands off" approach or just an experienced team on stand by in the event of an emergency

Product & Service Offerings

- Backup-as-a-Service
- Disaster Recovery-as-a-Service
- Data Protection Services
- Cloud Services
- Cybersecurity and Cyber Insurance Qualification
- Edge Protection
- Backup and Disaster Recovery Technologies for our Managed Services:
 - Acronis
 - Commvault
 - Datto
 - Zerto

Sales Engineer Take On Best Fit

Data protection and disaster recovery provider. Recently partnered with Kaseya, ATA, and Cysurance to offer a package of DR & Security services focused on insurability, and ability to obtain an affordable cyber insurance policy. They offer solutions to protect the network,

endpoints, and data recovery that includes end-user training, EDR, dark web monitoring, pen testing, email security, vulnerability scanning and a Managed SOC (Rocketcyber). If you have the required Kaseya/Ubistor security modules then you are issued a cyber insurance pre-qualification (fast track) and a \$500-\$1M warranty which can be combined with your cyber insurance coverage. They offer BaaS and DRaaS through Acronis, Commvault, Datto, Druva, and Zerto.

They will work with customers from 50-5,000+ employees with very little minimums (2TB of data protected). Their combined go to market on warranty and insurance with Cysurance is a winning differentiator. -

Rick Mischka, Cybersecurity FSE

Key Features & Differentiators

UbiStor's backup, disaster recovery, and cybersecurity expertise and experience give them the ability to design solutions that best align with the customer's technical needs, budget, and cloud strategy. They leverage best in breed recovery technologies and infrastructure designs that can include private cloud, hybrid cloud, or public cloud like Azure and AWS to maximize their customers IT investments, and ensure they can recover from any type of disaster.

Ubistor's flexible financial model allows their customers to purchase services as an elastic operational expense based on their consumption. This can include fully integrated services that combine software, infrastructure, cloud recovery and managed services, or utilize the customer's existing backup software and hardware to maximize their current investment. Their practice was built on the leading Backup and Disaster Recovery platform, Commvault. They have integrated several best of breed backup and disaster recovery technologies like Acronis, Datto, Druva, and Zerto to engineer managed services solutions specific to the customer's business requirements and budgetary constraints. While they have their own cloud services available, they can also manage systems on-premises and in any data center or cloud platform.

Top Industries Served

- Other

Ideal Customer Profile

- Current Challenges:
 - Has no strategy in place at all and their business is completely vulnerable
 - Do not have a well-defined strategy and untested disaster recovery plan
 - Having issues with current backup solution
 - Need to update or upgrade current backup hardware
 - Desire to move to the cloud or eliminate their DR Data Center
 - Looking to eliminate tape
 - Need improved recovery process to protect from cyberattacks
 - Interested in managed services
 - Struggling to manage security and data protection point solutions and would prefer a more holistic approach
- Data to be protected: 2TB to 1PB+
- Revenue: \$5M to \$1B+
- Employees: 50 to 5000+
- Verticals: Financial, Manufacturing, Construction, Energy, Healthcare, Insurance, Legal, State and Local Government, Retail,

Education

Qualifying & Technical Questions

- How are you protecting your business from ransomware?
 - How would you recover if your business was impacted by an attack?
- What is your recovery strategy if a traditional disaster occurs (i.e., your server crashes or there is a fire)?
- Do you know how much it typically costs businesses to recover from a disaster or cyber security attack?
- How do you currently back up your data?
 - Is it backed up onsite or offsite?
- If you needed to quickly recover an important file from backup or get a business-critical system back online, could your current solutions do that effectively right now?
- Do you utilize tape technology for backup and restore?
- Are you having trouble managing your data backups with your existing resources?
- Is your backup technology part of an automated disaster recovery solution?
- Are you struggling with meeting any compliance requirements?
- Are you looking to move to an OPEX model for your IT Services and Technologies?
- Would using a managed service provider with extensive expertise in security and disaster recovery benefit your business?

Elevator Pitch

A data protection strategy is no longer a nice-to-have but a necessity for any type of business. UbiStor designs and implements customized data security, backup, and recovery solutions tailored to your IT environment with a focus on efficient recovery.

Corporate data and systems can be located anywhere: on premises, in the cloud, or on your endpoint devices. Do you have a strategy to ensure your data and systems are available and protected no matter where they are? UbiStor can help you transform your data into a powerful asset with data management and disaster recovery solutions that enable you to protect, access, and use your data and systems whenever and wherever you need them.

Objections & Rebuttals

We have a backup software and disaster recovery plan.

That is great, but how often is it tested? How successful are your daily backups? How often are you reviewing your strategy against changes in the environment?

We do not need a Managed Service Provider. We can manage our own security and disaster recovery solutions.

Is your team available 24/7/365 and have multiple expert resources? Do they have regular experience recovering from cyberattacks and disasters? What would happen if you were attacked right now?

Our backups are already being sent to the cloud.

But are those backups in an easily recoverable state, sitting next to usable compute resources? And is that part of a fully offsite recovery strategy?

We have a solution in place to protect our data.

We have seen that the more layers of protection you can have to insulate your data, the better prepared you are. Our holistic approach from Edge Protection, Active Ransomware Protection, Email Security, and Data Recovery ensures your business is ready for any disaster or cyberattack.