

## COMPANY PROFILE: VEMBU TECHNOLOGIES

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Since its founding in 2004, Vembu Technologies has maintained a two-fold mission: innovate cloud information management for business users and accelerate the growth of the channel partners who serve them.

Vembu StoreGrid is the flagship product that offers simplified, flexible and cost-effective data protection services in the cloud. Its innovative architecture enables integrated backup and recovery across multi-platform OS's, physical and virtual environments, and multiple applications. Vembu SyncBlaze builds on these capabilities with a cloud file collaboration solution that solves the growing problem of file sharing in a mobile workforce.

Vembu completes its product portfolio with customized editions of StoreGrid and SyncBlaze for Managed Service Providers (MSPs), Managed Hosting Providers (MHPs), Cloud Service Providers (CSPs) and Value Added Resellers (VARs). These specialized editions enable Vembu partners to offer multi-platform hybrid cloud data protection and content management to their SMB and mid-sized customers. Vembu's customized support and business management offerings enable these partners to grow their customer base, increase revenues, and speed up go-to-market initiatives.

### VEMBU TECHNOLOGIES

- Vembu was founded in 2004. A staff of 120+ employees is headquartered in Chennai, India and Dallas, TX.
- The product family includes StoreGrid for online backup, DR, and business continuity, and SyncBlaze for file collaboration.
- Key messages include innovation, integration, simplicity, flexibility, and cost-effectiveness.
- An active channel partner program includes MSPs, CSPs, MHPs, VARs and OEMs.
- Over 4000 MSPs and VARs worldwide manage 50PB of business critical data.

### *Market's Key Challenges*

In the face of massive data growth, even deep-pocket companies struggle to efficiently protect their data and provide for disaster recovery. And with mobile workers and devices becoming the norm, they also need to provide file sharing and collaboration among many users. But storage silos, high expense and complex procedures present serious problems.

These problems are compounded among managed service providers (MSPs), hosting service providers (HSP), SMB and mid-sized business IT departments, value-added resellers (VARs) and OEMs. These groups must have cost-effective solutions for capital expenses and operational expenses. But they have heavy responsibility for critical data protection, so they cannot simply go with a bare-bones service for their customers or organization.

We see several major challenges in this complex environment grouped around usage cases for IT, MSPs, HSPs, OEMs and VARs.

Customer Segment	Market challenge
<b>MSPs</b>	Heavy competition and customer demands for inexpensive backup services translate into narrow profit margins. Lower net revenue affects the ability to offer new products such as cloud backup or centrally managed collaboration as a service offering.
<b>HSPs</b>	Hosting service providers must invest in data protection technology that is integrated with their hosting platforms. This investment may seriously impact profitability, so HSPs need affordable solutions that offer high performance, manageability and software integration.
<b>VARs</b>	VARs need to provide a backup service to their customers that is a better deal than what the customer could do on their own, at a fair profit to the VAR. Many customers are interested in cloud backup and file sharing services but VARs must be certain that they retain a vital part in the deal and providing backup services.
<b>SMB and Mid-Sized Business IT</b>	IT departments with aging infrastructure are trying to manage a large influx of data. Legacy software and equipment are subject to poor backup performance and silos and OPEX spending is high. IT is open to replacing outdated infrastructure but have low (or non-existent) purchasing budgets. These same departments need to support the BYOD phenomenon but may not know how to proceed.
<b>OEMs</b>	Many OEMs are interested in adding cloud backup, file sync and share capabilities to their offerings. But internal development may be too slow and prospective partners may not offer branding services. This results in slow product development, poor integration, and lost sales to those products that do offer file sync and share.

### ***Innovative Hybrid Cloud Backup and Recovery: Vembu StoreGrid***

Vembu's flagship product StoreGrid is a high performance backup and disaster recovery system that protects a wide variety of operating systems, physical and virtual server, email and database applications. Vembu architected StoreGrid as enterprise-scale hybrid cloud backup, yet avoided lock-stepping customers into a single cloud configuration. Customers are not locked in to a vendor cloud but can choose private, hybrid or public clouds that best suit their needs.

Many backup products only run on Windows and Linux. StoreGrid protects these platforms and also Mac, FreeBSD and Solaris. This wide-ranging support for physical and virtual environments enables customers to extend the same backup benefits across multiple OS's.

StoreGrid also protects virtualized servers including VMware ESX, Microsoft HyperV and Citrix Xen Server. It uses vStorage API and VDDK based backup and restore for VMware. Its XenServer plugin uses the Xen API to backup the selected VMs and then uploads the snapshots to the backup server directly without storing the data locally. It follows a similar process for Hyper-V using the Hyper-V Plugin, which enables StoreGrid to take snapshots for the selected VMs and upload directly to the backup server. It also supports physical to virtual restores with Hyper-V and VMware.

StoreGrid offers application-aware backup and recovery for fast and efficient application restores. It works on Exchange Server and Mailboxes as well as databases MS SQL, SharePoint Servers, Oracle,

MySQL, PostgreSQL and cPanel Server. StoreGrid also supports user scripts that first extract the data from applications, and then automatically backs up that data.

Multiple recovery points using disk images solves the problem of slow restores from a cloud, and enables bare-metal recoveries and physical-to-virtual (P2V) migrations for Hyper-V and VMware. StoreGrid's disk image backup provides granular file level restores from files, to volumes, to entire disks. Recovering from the cloud after a disaster can be a prolonged struggle. StoreGrid enables customers to quickly recover granular block-level data and individual files up to complete systems and applications across the WAN in a matter of minutes.

Efficient space usage preserves capacity. StoreGrid can automatically limit the size of incrementals by running a synthetic full backup. Subsequent incrementals use the latest synthetic full and not the original full backup. StoreGrid identifies block level changes, compresses and encrypts files on disk. Only then does it copy the incremental changes to the backup server. There are no file size restrictions in this backup process. StoreGrid is integrated with PSA and RMM software like WHMCS, Connectwise, AutoTask for billing and administration and its web management interface simplifies remote backup management.

Customers may purchase StoreGrid as on-premise software, as Storage as a Service (STaaS), or as a virtual appliance that backs up to a variety of major cloud platforms including MS Azure, Amazon Web Services (AWS), Nirvanix, OpenStack, or Atmos clouds. IT administrators can set retention policies for backups and StoreGrid supports replication across the WAN to the cloud.

#### STOREGRID KEY BENEFITS

- **Backup as a Service.** StoreGrid enables MSPs, HSPs and VARs to offer profitable data protection services to their own customers. Vembu's customization lets their partners differentiate their backup services even more.
- **Efficiency.** Efficient space usage lowers provisioning costs, and application-aware backup enables customers to quickly restore critical applications.
- **Data integrity.** Backup and recovery must preserve data security. StoreGrid takes snapshots of open files and ensures that they remain in a consistent state from the source machine to the backup target. StoreGrid also encrypts disk images and continually monitors data security across all platforms.
- **Flexibility.** StoreGrid was purpose-built for flexibility across physical and virtual platforms, customer segments, cloud backup targets and backup management. Customers save money and time and lower risk by using use a single backup technology across the data infrastructure.

#### *Secure File Collaboration: Vembu SyncBlaze*

The Bring Your Own Device (BYOD) phenomenon is fast becoming the norm in business. Vembu SyncBlaze offers its partners and customers the benefits of secure and flexible cloud file sharing and collaboration. In addition, SyncBlaze provides a secure and universally accessible repository as an alternative to in-house FTP and File servers. SyncBlaze syncs files and enables approved user access so that business users can access and share office documents, meeting notes, bookmarks, online email, and collaborative applications like Google Docs.

SyncBlaze enables business users to easily transfer files between their own devices and share work folders and business applications with approved users. SyncBlaze maintains versioning history and syncs shared files for data integrity. Users can securely access aggregated content from multiple sources including files, video and audio data, Google Apps and social media, and web bookmarks and RSS feeds.

Vembu also designed SyncBlaze for MSPs and VARs as a profitable cloud offering to their customers. SyncBlaze SP Edition lets Vembu partners offer hybrid cloud content management services using their own data centers, customer private clouds, or public clouds.

### SYNCBLAZE KEY BENEFITS

- **File collaboration service offering.** SyncBlaze partners benefit from branding tools, customization and rapid deployment. This lets service providers and value-added resellers offer one of the hottest tickets today in the business world: cloud content management for business users.
- **Secure and efficient file sharing.** SyncBlaze lets users securely store their files online for easy access from any device. SyncBlaze supports device flexibility with file syncing, versioning and user access control across office and mobile devices including iOS, Android, Windows clients, Macs, and more.
- **Centralized BYOD support.** SyncBlaze Management Console lets administrators secure file sharing with policies, user access control, and audits for compliance. Administrators may flexibly provision by users and groups and provide compliance oversight. The Console makes use of existing directory services for efficient access management.

### MATCHING VEMBU PRODUCTS TO KEY CUSTOMER NEEDS

User Group	Key Needs	Key Solutions
<i>All User Groups</i>	Data protection, lower capital and operational costs, file collaboration, an end to data silos, excellent customer support.	StoreGrid lowers the risk of data loss with secure data backup, instant restore and replication for improved data protection. Its flexible architecture lowers capital and operational costs. SyncBlaze enables secure file sharing and collaboration to improve employee productivity. Vembu customers also profit from dedicated 24 x 7 x 365 support.
<i>MSP</i>	Narrow profit margins, low net revenue, slow services development and go-to-market, heavy competition.	MSPs can offer best-of-breed, cost-effective managed solutions to their customers for improved revenue and customer retention. Over 4000 MSPs use Vembu products to serve more than 100,000 business customers.
<i>HSPs</i>	High-end data protection and DR for customer hosting environments. Rapid recovery to meet customer application service level agreements.	StoreGrid Hosting Provider Edition lets HSPs provide high-end data protection and DR in their hosting environments. Rapid Disaster Recovery enables application failover to meet customer SLAs. Vembu works with over 250 MHPs protecting over 5,000 servers.
<i>IT</i>	Aging storage infrastructure slammed with massive data growth. High OPEX spending. BYOD phenomenon threatens data security.	Small and mid-sized business IT uses StoreGrid Professional Edition for cost-effective data protection. IT can also adopt SyncBlaze to add file sharing to their StoreGrid deployment. Vembu is presently deployed in over 5,000 SMBs.
<i>VARs</i>	Provide cost-effective customer services with an acceptable profit margin.	StoreGrid Cloud Online Backup Service enables VARs to deliver branded online backup and recovery services to their customers. Vembu fully manages the StoreGrid Cloud hosted on the AWS Cloud infrastructure.

**OEMs**

Add file collaboration capabilities to systems. Fast go-to-market, increase services for better customer sales.

Vembu OEMs its collaboration and DR products to NAS, storage, and server appliance vendors. OEMs go to market faster and stronger by offering Vembu's real-time group collaboration and application-aware DR to their customers.

**MARKET GROWTH DRIVERS**

Backup, disaster recovery and file sharing markets are highly competitive for different reasons. Backup is the foundation of data protection and its market attracts vendors who must differentiate themselves from a slew of competitors. Vendors like Vembu have the opportunity to grab market share with innovative and cost-effective offerings that include the cloud as a storage option. Note the word "innovative": simply offering cost-effective cloud storage is not enough. Vembu's differentiators also include wide support for a variety of physical and virtual servers, plus application-aware backup for Exchange and many databases. Their base architecture makes this level of expansion possible. They have also greatly expanded their marketing message with focused products for business IT, MSPs, HSPs, VARs and OEMs.

Another key success indicator is that Vembu has developed a file collaboration product. The file sharing and collaboration market is nascent but has real commercial promise for file sharing providers. Vembu developed SyncBlaze as a complement to StoreGrid's architecture. This internal, integrated development lets them cost-effectively offer SyncBlaze to their MSP and VAR clients.

For these reasons we expect Vembu to experience fast upward growth in both the backup and file collaboration markets. Its singular focus on integration, simplicity, flexibility and cost-effectiveness set it apart from the competition, and its comprehensive channel support accelerates partner growth in hotly contested markets. We expect Vembu to prosper and grow, and urge MSPs, MHPs, CSPs, VARs and their customers to take a very serious look at Vembu's innovative offerings.

**PRODUCT ROADMAP**

Vembu's roadmap is founded on its key messages of integration, simplicity, flexibility and cost-effectiveness.

**Integration.** Expanded SyncBlaze integration with more PSA and RMM software. SyncBlaze API library for 3<sup>rd</sup> party applications.

**Simplicity.** Simplified DP/DR process with StoreGrid granular restore from image and VM backups and virtual recovery for instant DR. Selective sync to specific devices and network mount access to cloud files.

**Flexibility.** Live document collaboration to SyncBlaze and expanded mobile content management features. StoreGrid cloud replication service for instant DR.

**Cost-effective.** New features and offerings based on StoreGrid's highly efficient and cost-effective architecture.

**Availability.** StoreGrid cloud replication service for instant DR.

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