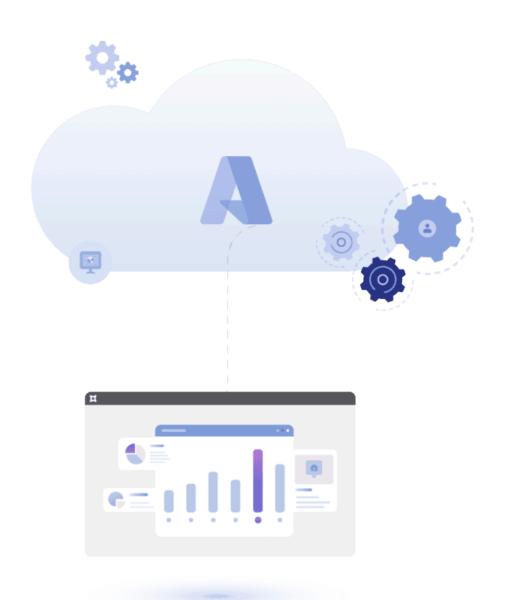


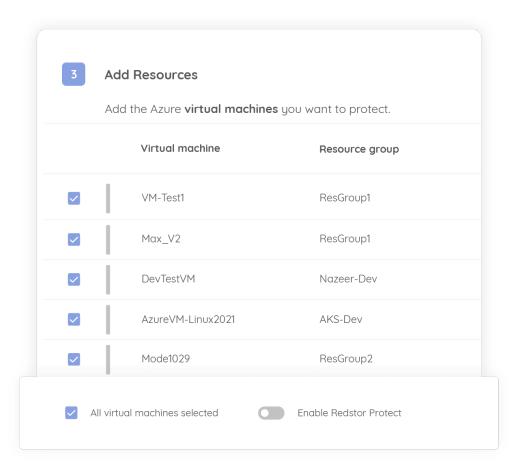
Smarter, faster and simpler backup and recovery for Azure VMs





# With Redstor's backup and recovery for Azure VMs,

you avoid the risk of data loss in the event of an outage, accidental deletion, malicious attack or any technical failures or storage issues





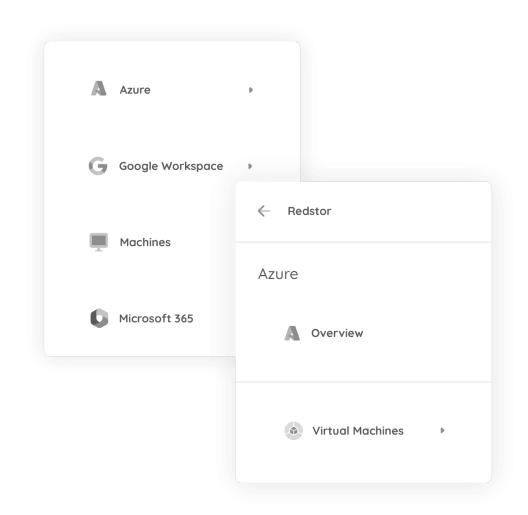
### Faster

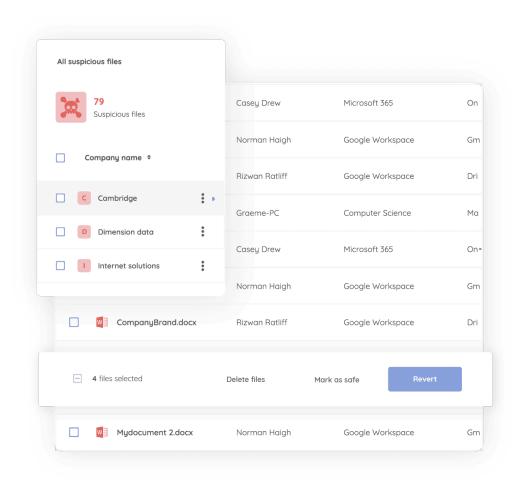
- Start protecting business-critical data in Azure VMs in minutes.
- Restore data quickly and easily to its original location or a new location of your choice.
- End downtime with InstantData™, an innovative technology that allows users to access data in seconds, whilst a full recovery continues in the background.



## Simpler

- Reduce overheads by managing data in Azure VMs and data in multiple different environments – on-prem, in the cloud or hybrid – all through a single, intuitive, cloud-native app.
- Make testing your DR plan easier than ever, take advantage of unlimited, free recovery testing for peace of mind.
- Simplify cloud backups with an automated schedule that backs up data as little or as often as you'd like, at the click of a button. Redstor is designed to have minimal or no human intervention throughout its daily management. No human error, no risk.







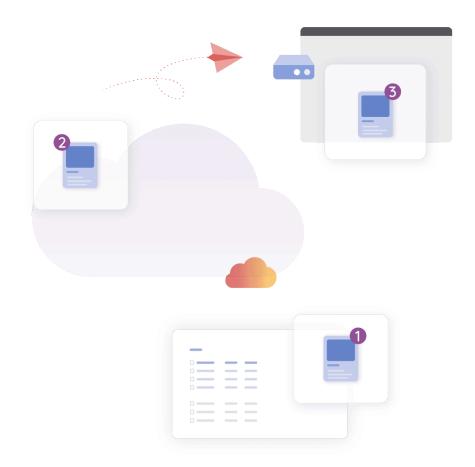
### Smarter

- Detect and remove malware with an Al-infused technology that scans at the point of backup, not on recovery.
- Better protection against zero-day threats with a machine-learning model that continuously learns and improves, based on community insights.
- Delegate permissions by creating customized roles and ensure best practice with multi-factor authentication.



# Safer

- Adhere to the 3-2-1 backup rule maintain three copies of your data, keep two copies stored at separate locations, store at least one copy at an offsite location.
- Make recovering from ransomware less risky by establishing an 'airgap' that isolates backups from the primary network, Redstor stores backups securely in geographically separate data centers.



#### Microsoft recommends third-party backup for Azure VMs

Protect your Azure VMs outside of the Microsoft Cloud and avoid having both your live data and backup data with a single provider, even one of Microsoft's size and capability.

Workloads in Azure require the same protections as those hosted on premises and Microsoft makes it very clear in the Terms and Conditions of your Service Agreement that responsibility for protecting the data on your Azure VMs remains with you, the customer.

Using a third party for backup and recovery to maintain availability in the event of a Microsoft outage is vital to ensure business continuity and conforms with Microsoft's own guidance.

Section 6b of Microsoft's terms and conditions clearly states:

#### CC

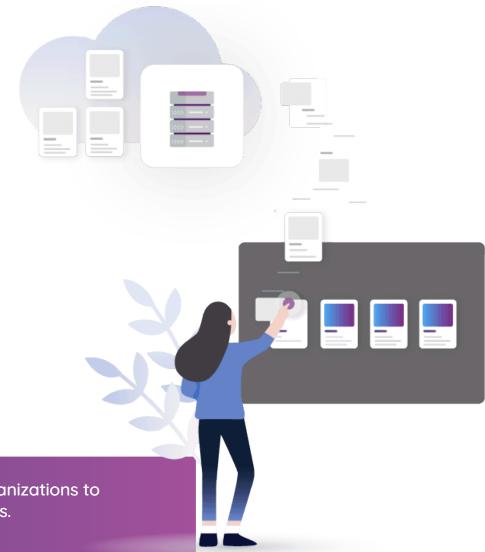
"We strive to keep the Services up and running; however, they are not offered with a guaranteed level of quality of service and all online services suffer occasional disruptions and outages. In the event of an outage or disruption to the Service, you may temporarily not be able to retrieve Your Content. We recommend that you regularly backup Your Content and Data that you store on the Services or store using Third-Party Apps and Services."

## Get disaster recovery at no extra cost

Recover Azure virtual machines to VMware, Hyper-V or a location of your choice in just a few clicks, and keep on working. Unlike other disaster recovery solutions, there's no need to restore all of your data from Redstor before you can begin operating again. With our InstantData™ technology, the most critical files, the ones you need to access first, can be streamed immediately and on demand – enabling you to continue working seamlessly on any device. Importantly, while you

work on these files, the remaining data will be intelligently restored in the background. No delays, downtime, or disruption.

- Restore data quickly and easily to its original location or a new location of your choice at any time and as often as required, at no additional charge.
- Take advantage of Redstor's Azure Mobility service to migrate your data from on-prem machines to Azure VMs and use Redstor's Azure VM backup and recovery product for immediate protection.



Our smart, all-in-one data management and protection enables organizations to easily meet Recovery Point Objectives and Recovery Time Objectives.

#### Other benefits to backing up Azure VMs with Redstor

Redstor has a wide range of capabilities that you can use to back up other data sources, not just your Azure-based systems.

Every day Redstor helps more than 40,000 customers around the world simplify the task of managing and protecting their data.

Microsoft does offer an integrated backup service for Azure VMs, but it's not free.

With Microsoft's Azure Backup, there is a fixed price for each Azure VM you back up AND you pay per GB/month to store these backups either in Locally Redundant Storage (LRS) or Geo-Redundant Storage (GRS). The latter, more expensive option comes with automatic failover to a secondary Azure data center.

#### Cloud-native protection

Backup software designed for onprem will not do as good a job backing up resources in the cloud, leaving gaps in coverage, whereas Redstor is fully cloud-native and agentless.

No staging hardware to buy, manage or replace. No need for scripts that are prone to error. No need to hop over to more systems. No requirement for specialist training, just use Redstor's smart RedApp.



You can start protecting data immediately, scale effortlessly and reduce administrative overheads by easily adding your cloud workloads to the RedApp, Redstor's smarter, intuitive application for managing and protecting data regardless of where the data sits.

highly sensitive or sensitive, allowing them to better manage their exposure and concentration of sensitive documents to protect them effectively.

#### Outsmart cyberthreats

Proprietary AI infused throughout, Redstor's service detects malware threats before they become attacks. If suspicious files are detected during a backup, Redstor quarantines them, preventing them from being restored in the event of a recovery. Data tagging AI, woven into the app, also enables MSPs and their end users to see how much of their data being backed up is classed as

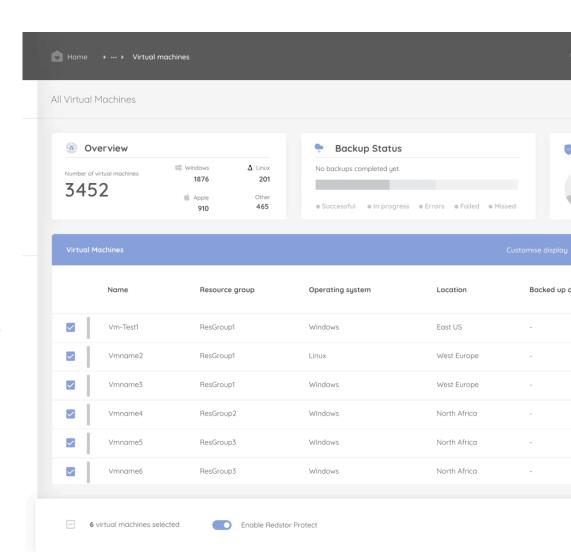


#### How it works

Simply add your Microsoft Azure VM to the RedApp, Redstor's intuitive application for managing and protecting the widest range of data environments, then schedule backups as you would with any other Windows® or Linux® machine.

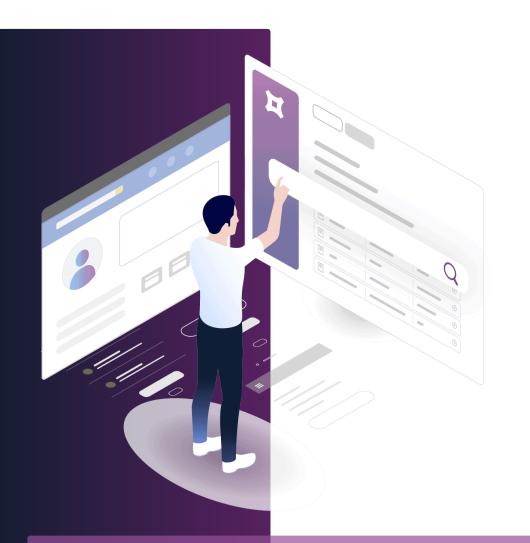
You can flexibly recover business-critical files and folders and restore entire Azure VMs to the location of your choice. Redstor solves the problem of cloud vendor lock-in by giving you flexibility and control.

In the event of a disaster where live data is lost, InstantData™, Redstor's unique technology, can recover immediately from the cloud, on demand, and with minimal effort from the user. So, should your organization suffer an incident such as an unintended deletion or ransomware attack – downtime and disruption are no longer an issue. Selected files are streamed on demand, enabling you and your employees to continue working seamlessly 24/7/365. No more stretched IT resources, no need to apologize to customers, no lost revenue, and no fines or publicly listed undertakings.





#### About Redstor



Redstor offers a smarter backup and recovery platform. Built for the cloud and fast to scale, the Redstor platform unifies the protection of modern, legacy and SaaS infrastructure via a single app (RedApp).

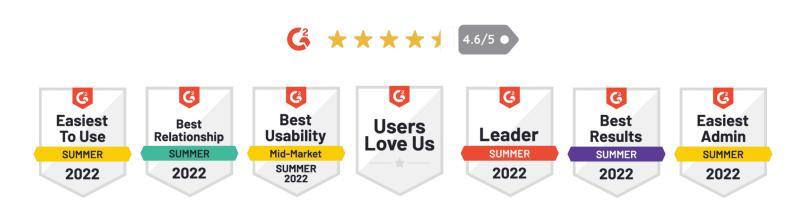
Breakthrough streaming technology delivers instant data access and mobility, bringing users back in seconds after outages, whilst unlocking all the benefits of a cloud-first model.

Artificial intelligence (AI) polices backups to identify and isolate malware for safe restores, while data tagging automatically spotlights sensitive data, helping to ensure protection of it is not overlooked. With no hardware requirements or minimum commitments and setup times of under 60 seconds, Redstor is purpose-built to be the most complete backup solution.

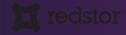
Get in touch

With no hardware requirements or minimum commitments and setup times of under 60 seconds, Redstor is purpose-built for the MSP growth agenda.

## Rated #1 on G2 in 16 categories, including backup, online backup, DR and DRaaS



See for yourself



Thank you for reading

# Azure VM backup and recovery overview