

Atlanta Technology Launches 'Back in 60 Minutes' Hosted Disaster Recovery for SMEs

Submitted by: Peptalk Communications

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- Atlanta Technology's new 'Back in 60 minutes' hosted disaster recovery service is UK's first based on FalconStor® Software -

LONDON, 9 July 2008 – Atlanta Technology has today announced a partnership with FalconStor Software, Inc. (NASDAQ: FALC), the market leader in disk-based data protection solutions, to deliver the UK's first hosted disaster recovery service for small and medium-sized businesses, based on FalconStor technology. Atlanta's hosted disaster recovery service replicates data out of a customer site and into a remote data centre and offers a 'back in 60 minutes' service level agreement.

Atlanta recently joined FalconStor's EMEA channel program, having previously procured through FalconStor's distribution channel. It joined FalconStor's reseller program in order to secure access to FalconStor's Software Appliance Kits (software-only solutions) for internal storage. Following today's OEM agreement, Atlanta will purchase these Software Appliance Kits and implement solutions on hardware of Atlanta's choice and then sell these solutions to customers.

In Atlanta's solution, disaster protection is provided through the continuous replication of customer data via TCP/IP or FC to two tier one data centres: a primary location operated by Equinix and, from there, to a second location operated by Interxion.

Replication is at volume level, ensuring that if there is a failure then the volume can be rapidly mounted as a virtual server, with data accessible by the customer within 60 minutes of invocation via a secure connection from any internet-connected device. For customers, this constitutes a near-high availability solution at an affordable price.

Simon Kelson, Managing Director, at Atlanta Technology, said: "We felt there was a gap in the market to provide an affordable and highly effective disaster recovery solution for small and medium businesses. FalconStor Software has provided the technology to enable this service and bring fast recovery times that mean businesses can continue to operate in the face of a disaster event."

Atlanta's service employs the proven capabilities of FalconStor® Continuous Data Protector (CDP) to ensure secure, reliable data replication. Integration with application-aware snapshot agents ensures that application data are replicated and backed up accurately.

Use of the FalconStor CDP means that Atlanta's solution offers the following unique competitive advantages:

- Time-based retention policy coupled with on-demand/event-driven bookmarks to facilitate rapid recovery
- Application-awareness to allow the user to restore the data with 100 percent transactional integrity
- Reverse journaling mechanism that provides immediate access to a recent system image
- Flexible configuration (host, switch or appliance-based) that facilitates rapid deployment
- Seamless integration with third-party backup software and VTL to ensure greatest possible return on

investment

“The ability to meet Recovery Time Objectives and Recovery Point Objectives are vital to the health and competitiveness of any business,” said Thomas Barrett, regional director, Northern Europe, FalconStor. “FalconStor will team with industry channel partners, such as Atlanta Technology, to offer innovative, fully integrated data protection services to maximize the availability of customers’ IT operations.”

For more information on Atlanta’s hosted DR service, visit <http://www.atlantatechnology.co.uk/disasterrecovery> or call +44 20 7692 7000.

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Notes to Editors:

Pricing is dependent on the deployment the local appliance and setup, plus a fee per GB of storage in the data centres. There are several tiers of service according to the size of the customer:

- Continue50 – less than 50 users, 1 or 2 servers, agent based replication
- Continue100 - 50-150 users, 4-5 servers, CDP appliance replication
- Continue250 - 150-250 users, up to 10 servers, CDP appliance replication
- Continue500 – more than 250 users, more than 10 servers, bespoke solution

About Atlanta Technology:

In 1996, the founders of Atlanta Technology began to build their business vision for managed services. Atlanta is a new breed of customer-focused IT Partner that combines high levels of technical expertise with an in-depth understanding of customer needs. Today Atlanta is a trusted IT partner offering strategic advice and scalable, cost-effective IT solutions to customers in small business and the small to medium enterprise. Atlanta has developed a compelling remote services offer that removes the burden of managing expensive in-house IT resources, allowing customers to focus on core business issues.

FalconStor and FalconStor Software are registered trademarks, and Continuous Data Protector is a trademark of FalconStor Software, Inc.

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