

filexpertez

**Local and remote backup.
Best insurance for your data.**



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Value of Data

In computing, *data is everything.*

At Work:

- ❖ Database of customers & suppliers
- ❖ Accounts, contracts, proposals, ...
- ❖ Legal & compliance requirements
- ❖ Research, innovations, results, ...
- ❖ Market research & planning
- ❖ Project details



Value of Data (continued)

At Home: Personal data, such as

- ❖ **Savings & investment details**
- ❖ **Family photos & videos of events**
- ❖ **Collection of music**
- ❖ **Personal creations, hobbies, documents, ...**



Value of Data (continued)

Data costs time and money.

- ❖ **Hard work to collect / acquire**
- ❖ **Endless hours to organize**
- ❖ **Refine / clean raw data of anomalies**
- ❖ **Analyze to locate patterns & trends**



Data Loss in Real Life

Any time, no warning.

- ❖ **Natural disaster – flood, quake, cyclone**
- ❖ **Fire, mob / terrorist attack, theft**
- ❖ **Cyber crime / attack (hacker)**
- ❖ **Computer failure (hard disk crash!)**

Result: All the data is lost.



Data Loss: Solution

Take regular data backup.

- ❖ Setup for regular automatic backup
- ❖ Periodically check status to be sure
- ❖ Local backup is convenient and cheaper
- ❖ Remote backup is safer (at extra cost)

If data is lost, restore from backup



Use Any Backup Tool?

Not really. Most tools are either

- ❖ **Simplistic, but inflexible & opaque**
- ❖ **Flexible, but complex & unclear options**
- ❖ **Unreliable & unpredictable**
- ❖ **Good but EXPENSIVE!**

Result: Users don't take backup.



Introducing *filexpertz*

Pronounced as **file-expert-ease.**

- ❖ **Easy yet powerful backup**
- ❖ **Precise and fast restoration**
- ❖ **Replication and unwanted file cleanup**
- ❖ **Secure, flexible and cost effective**
- ❖ **Part of Disaster Recovery process**



Why filexpertez ?

How about the following criteria:

- ❖ **Functionality**
- ❖ **Quality**
- ❖ **Ease of Use**
- ❖ **Additional Capabilities**
- ❖ **Value for Money**
- ❖ **Future Direction**



Why filexpertz ?

Functionality - Backup

- ❖ **Backup to any type of local storage:**
 - **HD, CD, DVD, USB, network share**
- ❖ **Backup to remote storage (FTP) for safety**
- ❖ **Schedule once for full & incremental backup**
- ❖ **Compress backup for better cost & speed**
- ❖ **Secure data by AES 128-256 bit encryption**
- ❖ **E-mail notification on backup status**



Why filexpertz ?

Functionality - Restore

- ❖ **Precise & fast restore to reduce downtime**
- ❖ **Selective restore of files & folders**
- ❖ **Restore any version of any file**
- ❖ **Restore latest version of all files at one go**
- ❖ **Automatic decryption of encrypted files**
- ❖ **E-mail notification on restore status**



Why filexpertz ?

Quality

- ❖ **Certified and logo-ed for Windows 7**
- ❖ **Signed with VeriSign Certificate**
- ❖ **Verified with automated stress test suite**
- ❖ **Tested with 10s of GB data in million+ files**



Why filexpertez ?

Ease of Use

- ❖ **Full set of choices for user to select**
- ❖ **Every option clearly explained in place**
- ❖ **Most likely choices used as default**
- ❖ **Step-by-step wizard-like interface**
- ❖ **Error cases explained in simple terms**



Why filexpertz ?

Additional Capabilities

- ❖ **Replicator (copy) of file tree with options**
- ❖ **Eraser (delete) of unwanted files**
- ❖ **Ability to integrate with other products**
 - **COM components for Developers**
- ❖ **Automatic online update for product**
- ❖ **Designed and built for complete solution**



Why filexpertez ?

Value for Money

- ❖ Priced attractively to fit any budget**
- ❖ Volume discounts available**
- ❖ Discount to academic/research/non-profit**
- ❖ 30-day free evaluation before buying**
- ❖ Easy and cost effective upgrade policy**
 - No cost for minor version upgrade**
 - Half price on major version upgrade**



Why filexpertez ?

Future Direction

- ❖ **Expanding options for remote storage**
- ❖ **Support for Cloud Computing coming soon**
- ❖ **Rapid enhancement of functionality**
- ❖ **Improvements in UI**
- ❖ **Minor version update every quarter**
- ❖ **Major version targeted for every year**



Who Should Use?

All Windows PC users, specifically

- ❖ **IT Staff managing servers & client PCs**
- ❖ **Office workers saving data on PC hard disc**
- ❖ **Users saving personal files on home PC**



To Summarize

- ❖ **Data is most important in computing**
- ❖ **Loss of data can be disastrous for the user**
- ❖ **Regular data backup is essential**
- ❖ ***filexpertez*: effective, easy to use, affordable**
- ❖ **Local & remote backup, and fast restore**
- ❖ **Scheduling, encryption, e-mail notification**
- ❖ **Flexible, self-explained, wizard-style UI**

Questions? Contact us.



Thank You!

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