PARTNERSHIP INTRODUCTION

June 29, 2017
OUR MISSION

ERADICATE DOWNTIME & DATA-LOSS
With a 15-Minute Failover Guarantee
THREATS TO BUSINESS CONTINUITY

DATA LOSS

RANSOMWARE

DOWNTIME
THE PROBLEMS

SYSTEM DOWNTIME
System downtime and lost productivity costs more than $100 billion in the U.S. every year.

EXPENSIVE SOLUTIONS
We spent $12Bn on BC/DR systems last year in the U.S. $21 Bn globally.

RANSOMWARE ATTACKS
Now the #1 directed disaster threatening global IT.

EVERYONE IS AT RISK
Computer outages grounded 3000 Delta flights in August, took over the San Fran Muni in December, and even grounded 1000 Southwest flights in July.

Sources: Avitu Group, Devops, Cloudendure, Evolven, and others.
THE SOLUTION

WHO
Infrascale was founded in 2011, HQ in Los Angeles, CA

WHAT
Business continuity software that lets companies recover from any disaster.

WHEN
15 min failover, guaranteed. Currently 70 seconds on average.

WHERE
Anywhere. You can recover in public clouds or private clouds.

WHY
Data protection hasn’t changed in 30 years... but the cloud changes everything.
DATA LOSS BY THE NUMBERS

**LOST APPS**

75%

of the companies lost software applications, virtual machines, or critical files

**LOST DATA**

25%

of PC users lose data every year

**LOST LAPTOPS**

15%

of all laptops are stolen or suffer hard drive failures

Sources: DR Preparedness Council Annual Report; Gartner Research Group
OCCURRENCE OF DATA LOSS

Happen frequently

**Hardware issue:**
What happens if the RAID controller fails?
What happens if the network goes down?

**Software issue:**
Virus…

**Human issue:**
What happens if a user accidentally deletes data?
What if a disgruntled employee intentionally wipes drives?

**Environmental issue:**
What if the power goes out?

Happen once in a while

- Drought
- Earthquakes
- Extreme Heat
- Floods
- Fires
- Hurricanes
- Landslides & Debris Flow
- Severe Weather
- Space Weather
- Thunderstorms & Lightning
- Tornadoes
- Tsunamis
- Volcanoes
- Wildfires
- Winter Storms & Extreme Cold
COSTS CAN CRIPPLE A BUSINESS

WHAT’S THE COST OF ONE HOUR OF DOWNTIME?
$8,000 for a small company to $600,000 for large enterprises
MITIGATE RANSOMWARE: CLOUD SOLUTIONS FOR DATA LOSS
CASE STUDY: FIDELITY AGENT RANSOMWARE ATTACK

• User clicked on Phishing Email
• Ransomware Attack Begins and Shuts Down Network

• Same Admin/Passwords for all users = unable to trace where attack began

• Downtime begins – lost opportunities, lost production, lost opportunity cost
• No good backups in place to restore

• Trifecta of errors:
  1. Same Username/Password for everyone
  2. Lack of education on Phishing Attacks
  3. Lack of Management of Backup/Recovery plan
93% of phishing emails are now ransomware.

PHISHING ATTACKS THAT YOU’D FALL FOR

Refund Notification

Due to a system error you were double charged for your last order. A refund process was initiated but could not be completed due to errors in your billing information.

**REF CODE: 2550CGE**

You are required to provide us a valid billing address.

[Click Here to Update Your Address](#)

After your information has been validated you should get your refund within 3 business days.

We hope to see you again soon.

[Amazon.com](#)

[Email ID:](#)

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Re: August invoice

Wednesday, August 17, 2016 at 8:25 PM

To: [Redacted]

**C**

Subject: Re: August invoice

Hey,

Attached you can find the invoice you asked me about over the phone. Thank's.

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Apple Inc.

[Text Message]

Your Apple ID is due to expire today. Prevent this by confirming your Apple ID at [http://appleexpired.co.uk](http://appleexpired.co.uk) - Apple Inc.
THE BIGGEST COST OF RANSOMWARE IS... DOWNTIME

THE COST OF DOWNTIME FAR ECLIPSES THE COST OF THE ACTUAL RANSOM.
Downtime costs most organizations between $5,000 to $20,000 per day.

RANSOMWARE IS COSTING BUSINESSES $75 BILLION PER YEAR
When you factor in operational downtime, staff resources to resolve the problem, and replacement of systems, ransomware is costing businesses more than $75B/year.

TRADITIONAL BEST PRACTICES CANNOT HELP IF YOU GET INFECTED
Patching. AV Protection. Backups. All necessary, but these measures cannot help you if you get infected. DRaaS is the only practical way to quickly restore running systems & applications.

WITH CLOUD BACKUP SOLUTIONS, IT WOULD TAKE 4-5 HOURS TO RESTORE A PRODUCTION DATABASE. DRaaS TAKES MINUTES.
Ransomware targets production databases and mission-critical applications. When these get infected it takes considerable time, energy and cost to restore. With DRaaS, they’re restored with a few minutes.

WANNACRY HAS INFECTED MORE THAN 200,000 SYSTEMS. DO THE MATH.
This math is scary. 200,000 x 4 hours of downtime x $1000 (cost of downtime per hour) = $800 million in downtime and lost productivity.
WANNACRY: PATCHING IS JUST THE BEGINNING

• User training (How to spot phishing attacks)
• Apply Windows Updates (patch)
• Update Windows OS (running XP)
• Regular, offsite backups
• Update AV/AS signatures
• Anomaly Detection
• Email filtering

NONE OF THIS WILL HELP YOU IF YOU’RE INFECTED

THE OBVIOUS STUFF

AVG. AMOUNT OF DOWNTIME: <2 mins

Deploy DRaaS Solution
• 15-minute failover
• Protect physical & virtual servers
• Orchestrates & tests failover

AVERAGE AMOUNT OF DOWNTIME: <2 mins
ERADICATE DOWNTIME
PUSH-BUTTON FAILOVER

RUN

Cloud

Replicate

Virtualize

Capture

Failover appliance

Your systems

End users

Users keep working

Infrascale™
INFRASCALE GUARANTEES SYSTEM FAILOVER FROM ANY DISASTER IN 15 MINS OR LESS AT A FRACTION OF THE COST.
A COMPREHENSIVE DATA AND SYSTEM RECOVERY SERVICE

• Backup entire network of systems to an on-premise appliance and to the cloud
• Run system replicas in seconds
• Restore in your own time
• Optimized for mission-critical physical and virtual servers
• Guaranteed 15 minute or less SLA to recover servers and applications

INFRASCALE
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<th>Compliance &amp; Certification Standards</th>
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<td>HIPAA</td>
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<td>SSAE 16</td>
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2017 Gartner Report: Leader Quadrant

Gartner
2017 Gartner Magic Quadrant for Disaster Recovery as a Service

Infrascale™
# SPECIAL FIDELITY PRICING

## DISASTER RECOVERY AS A SERVICE (DRaaS)

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<th>Meter</th>
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<td>Normal End User Pricing</td>
<td>$269.00</td>
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<tr>
<td>Fidelity Pricing (15% discount)</td>
<td>$215.20</td>
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**COST INCLUDES:**
- Implementation
- All Hardware (including shipping costs)
- Support (troubleshooting, hardware)
- Upgrades
- Ongoing Training

**ADDITIONAL DISCOUNTS:**
- Pay 1 year in advance, additional 15% off
- Pay 2 years in advance, additional 17.5% off
- Pay 3 years in advance, additional 20% off
Fidelity Business Consultants suggest Infrascale to Agent

Fidelity Business Consultant contacts Infrascale (Keith) with information

Fidelity Business Consultant/Infrascale hold joint introduction call

If agent is still interested, Fidelity Business Consultant/Infrascale host demonstration

If the solution fits the need, Fidelity Business Consultant/Infrascale deliver proposal

Infrascale performs implementation

Infrascale provides ongoing support, updates, training
FIDELITY PARTNERSHIP SUPPORT

- Fidelity Branded Information Sheets
- Fidelity Sales Support – In Person or Remote
- Fidelity Specific Deal Registration Page
- Fidelity Specific Webinars (more to come...)
- Fidelity On-Going Training