

New BackupAssist™ Product Revolutionizes Hyper-V Backup Processes for SMBs.

Cortex I.T., a world leading backup software developer, has revolutionized Hyper-V backup processes with their new BackupAssist Add-on product, just released live.

January 13, 2010 (FPRC) -- While the cost efficiencies of server virtualization technologies - like Microsoft's® Hyper-V Server - have been shining a new light on the world's SMB I.T. market, I.T. Consultants and SMB Systems Administrators everywhere have been plunged into a living nightmare caused by new complications with performing Hyper-V backup and restore tasks.

Cortex I.T. has just launched a new BackupAssist Hyper-V solution that simplifies and automates these vital data protection functions for Windows® Hyper-V products, revolutionizing the processes and making Hyper-V more viable for SMBs.

'It's an affordable solution that makes it possible for more SMBs to consider the economies of Hyper-V' says Linus Chang, CEO of Cortex I.T. and Lead Developer of BackupAssist products. 'At BackupAssist, our mission is to create the easiest backups possible on any Windows® system. You shouldn't need a computer science degree to run a backup and it shouldn't cost the earth!' adds Linus.

Backups for Windows® Hyper-V have proved to be complicated and frustrating because of the limited drive imaging facilities that Microsoft have provided for performing backup and restore operations. The usual image backup consists of a single VHD file of the Host and with no facilities to dig down into the VHD file, it's almost impossible to retrieve files from the Guest VMs without running a second backup for each Guest VM individually.

'Most SMBs have 3-5 Guest VMs on their Host machine – but some have as many as 20 or more. Creating a comprehensive daily backup for all of them manually could take someone all night... and you can imagine how complicated it would be to perform restores!' says Linus.

'Our new Hyper-V solution needed to be fast, simple and very affordable' says Linus. 'We achieved this by using 'granular technology' that makes it easy to dig down into a VHD file and quickly retrieve files from within.

'So with BackupAssist, all you need is a single one-pass image backup of the Host to be able to retrieve whatever file you need from any Guest VM! You don't need a second backup of the Guest VMs at all. What's more, your backup will run automatically in less time and use less data storage space. While your restores will only take minutes using our revolutionary new granular restore console – it's just point and click. We've also made the setup very simple with easy to follow wizards, built-in scheduling and media rotations, so just about anyone can do it' he adds.

For the BackupAssist Hyper-V solution you'll need BackupAssist v5.4 (US\$249) and the new BackupAssist VM Granular Restore Console Add-on (US\$249). That's a total package price of just US\$498 and easily affordable for SMBs. (What's more, BackupAssist v5.4 also provides a comprehensive package of solutions for all Windows® backup requirements for that price, offering great value for money.)

Purchasing information:

Purchase online at www.backupassist.com

BackupAssist v5.4 - US\$249

BackupAssist VM Granular Restore Add-on - US\$249

(Visit www.backupassist.com for pricing in other currencies)

Reseller enquiries welcome.

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