

New BackupAssist™ V6 Ready to Tackle Backups on Windows 2010 Business Products.

Cortex I.T. Labs Pty. Ltd, a world leading Windows backup software developer has just announced that it will soon be releasing a new, updated version of its highly successful BackupAssist product.

June 8, 2010 (FPRC) -- According to Cortex I.T. Labs, when the next version of their BackupAssist product is released shortly, it will be all set to provide more 'brilliantly simple' backup facilities for Windows 2010 Business Products including Exchange Server 2010 and SQL Server 2008 R2. It will also provide new features for fully automated backups on Windows Hyper-V Server, Windows Server 2008 R2 and will be ready to facilitate easy internet offsite backups via Rsync to a much wider variety of 'Cloud' hosting services, with greater encryption and security features than ever before.

Indeed, the new product also appears to be packed with new features focused on tackling tricky Windows backup problems and reducing complications and hassles for SMB I.T. Systems Administrators and Service Providers alike. But what's really remarkable is that the new product will be marketed at the same low price point as the previous version, despite offering a great many more capabilities.

'BackupAssist rose rapidly in popularity when it was first released in 2002, because it was the most cost-effective, versatile and reliable Windows backup software product on the market' says Linus Chang, CEO of Cortex I.T. Labs and Lead Developer of the BackupAssist product.

'There's no need for us to raise the price of this latest release, because despite the world-wide economic downturn, sales of the product continue to increase and that supports our development costs' he adds.

BackupAssist's US\$249 price point makes it very attractive to its target market – SMBs, as well as I.T. Service Providers looking to value-add to their services. It is marketed primarily for SMB users on its USP of ease of use and versatility, providing backup facilities for the complete range of Windows Server products in one simple package.

'Our service promise to our customers is to maintain those fundamental values of the product' says Linus. 'BackupAssist v6 fulfils that promise by providing updates to cover newer products, by improving backup and restore facilities across the board and by further developing our facilities for Windows Hyper-V users.'

Besides developing the product to respond with backup solutions for newer Windows Business Products, the BackupAssist Development Team works closely with its Resellers and end-user customers to develop features to meet their every day needs, to continue to simplify backup procedures and to facilitate world's best-practice data retention standards.

'More and more of our customers are using 'Cloud' Hosting Services to store backups offsite' Linus points out as an example. 'This is a wise move no matter what size business you run, because it's the only way to reliably protect your business information in the event of major data loss scenarios like natural disasters or theft of hardware. We work hard to support world's best practices like these

because our ultimate goal is to provide the best protection possible for our customer's data.

BackupAssist v6 is fully equipped to facilitate cost-effective Rsync data transfer over the wire and now offers the best data encryption security available' he adds.

'We've also included the facility for VSS Application Backup and Restore in the BackupAssist File Replication, ZIP and Rsync Engines as well as an easy search facility when selecting what VSS Applications you want to back up when Drive Imaging' he says. 'Backing up your VSS Applications is also a world's best practice standard, so it's important that you can do it easily with BackupAssist' Linus adds.

Purchasing information:

BackupAssist v6 (release date not yet announced) will cost- US\$249
BackupAssist Add-on products vary from US\$129 – US\$249.

Purchase BackupAssist v5 with Upgrade Protection online at www.backupassist.com to upgrade to BackupAssist v6 free as soon it is released.

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

Reseller enquiries welcome.

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