

CONTINUUM!

What happens when your servers go down?

Realize the traditional tape backup model elongates your recovery times

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Which contingency plan is best for you?

Understand the difference between Disaster Recovery and True Continuity

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How soon do you need to be up and running?

Learn how quickly your data can be available through a FIT Continuum plan

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How do you balance cost with your needs?

Find the appropriate product to mitigate risk with the response times you want

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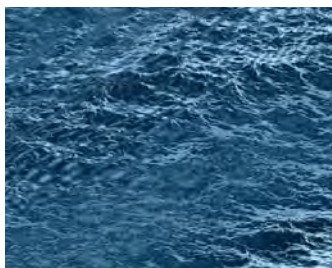
IT DISASTERS: UNDERESTIMATED AND MISUNDERSTOOD



LIGHTNING



FIRE

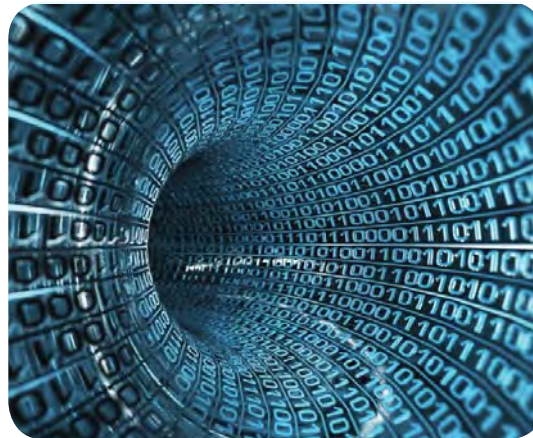


FLOOD

Even the loss of major clients and workforce issues don't have the devastating impact that an IT disaster holds. Studies show that 80% of businesses fail after a major IT disaster, compared to 25% for a socio-economic disaster.

Disaster Recovery and Business Continuity are terms that are often used synonymously in the IT world. Few companies have a true approach to both of these distinct technology needs. FIT Technologies has spent over five years researching and developing a product that not only replaces the existing technology many companies use, but also builds a foundation that

establishes a real plan for the continuance of business operations. The FIT Continuum product is innovative because it encompasses both Disaster Recovery and Business Continuity. Many companies are investing in antiquated technologies, such as tape backup, that do not produce the needed results nor address the larger context of continuance.



definITION

FIT Continuum:

Continuum is a product that gives businesses a true path for survival, combining BOTH disaster recovery and business continuity. The product allows the company to continue operating in the event of IT outages, and our approach mitigates other risks and financial impacts.

What does your company do when servers go down?

Most companies invest in technology that stores critical data on tapes, and then a staff member takes the tapes somewhere offsite. Your data is seemingly safe if a fire, flood, or other catastrophe destroys your servers. But do you have equipment on which to restore your data after a disaster? You need to be able to continue business operations without the delay of procuring, installing, and configuring new equipment in order to restore your data. With Continuum, you have a way to do that.



The downside of tape-only solutions:

- Can go bad without warning
- Must be taken offsite for safe-keeping
- Can be lost, stolen, or damaged in transit
- Have long recovery times if slow tapes
- Do not include a place to recover data
- Create delays while hardware is procured, installed, configured

With FIT Continuum, recovery is fast!

FIT CONTINUUM: DATA MIRRORING

The FIT Continuum product actually replicates your data to a server in real time. This replication occurs over a secure tunnel, or data conduit, using the same encryption technology that the financial industry has adopted for online banking and purchasing.

The mirrored data is housed in one of the most advanced colocation data centers in the region with state-of-the-art monitoring and environmental systems. If there is an outage, the data recovery can happen quickly by being moved from the mirrored data server to a virtual server. Your data is safe, current, and readily available.



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Recovery Time:

The time it takes from when an incident occurs to when it is reported to when a resolution is found and implemented. The longer the recovery time, the more significant the impact to a business.

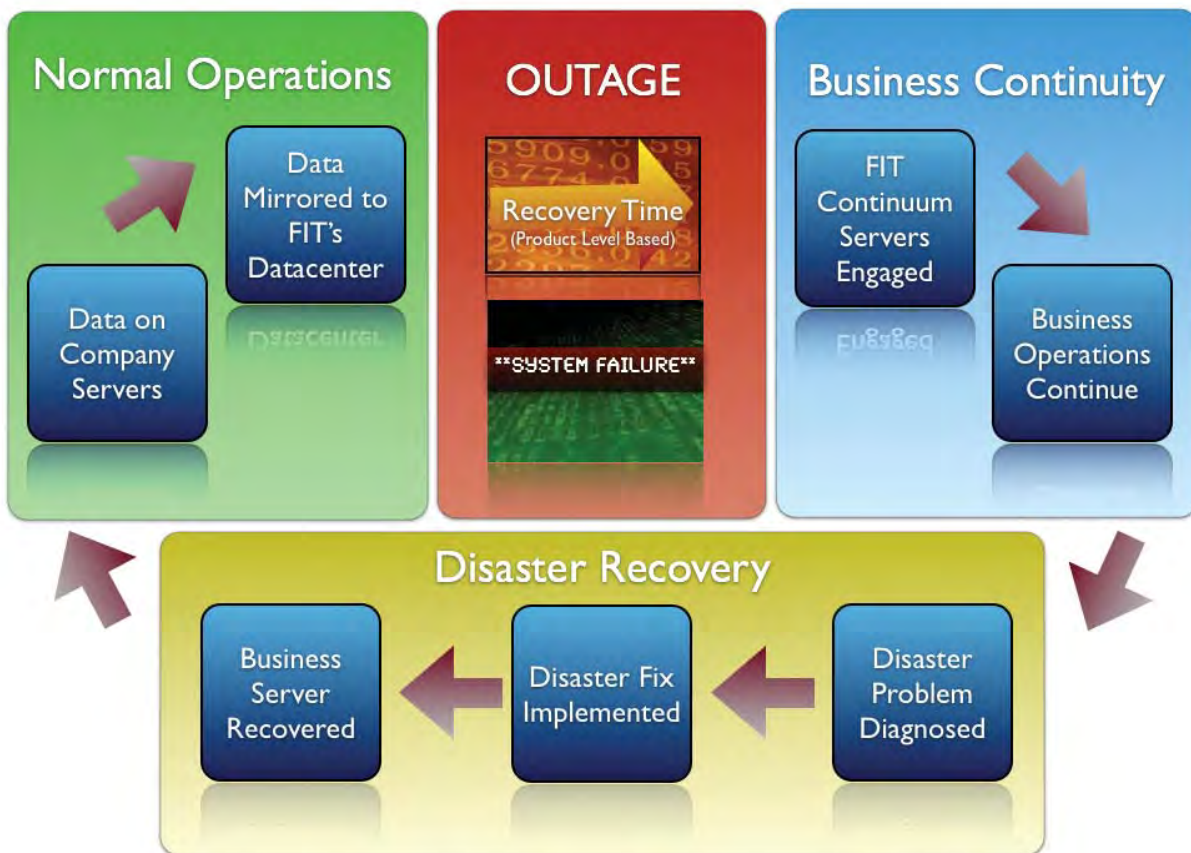
True Continuity = Disaster Recovery + Business Continuity

CONTINUUM..

DISASTER RECOVERY vs. BUSINESS CONTINUITY

Disaster Recovery focuses on the repair of the failure due to a disaster, while Business Continuity focuses on the restoration of the environment. It's critical to plan for both.

A risk of a recovery-only approach is that the focus is on the crisis, rather than the continuance of operations. So while some of the staff are working on data or system recovery, the rest of the staff and your clients are incapacitated. In many cases, companies are forced to juggle time and resources to work on the crisis, create a long-term fix for the cause, attempt to restore functionality to employees, and resolve customer issues. Under this Disaster Recovery-only paradigm, there are always trade-offs and significant risks to an elongated solution timeline, all of which are costly.



TRUE CONTINUITY

With FIT Continuum, companies get a plan to handle both Disaster Recovery and Business Continuity. Companies no longer have to decide between a few limited, critical business functions and the rest of the organization's needs. A true continuance plan can fully restore an environment while a permanent fix is established. This approach has far greater benefits than the narrow, resource-

splitting tape backup scenario. Rather than deciding between fixing the issue versus repairing the problem, you decide how quickly you want to be up and running. Continuum has product levels where you choose your recovery time—from 15 minutes to 48 hours.

CONTINUUM..

CONTINUITY & RECOVERY THAT FITS BOTH YOUR BUDGET & NEEDS



Companies have unique needs and capabilities to continue during and after an outage. Understanding your business need for recovery time is important. While business owners may want a 15-minute recovery on all of their servers, that may not be justified by the business requirements or the budget. FIT Technologies works with organizations to determine the right solution by presenting considerations, best practices, and statistics to help you make responsible decisions for disaster recovery and business continuity. Our Continuum product levels can be combined to accommodate those mission critical functions that need faster

up-time than those that are not. With FIT Continuum, recovery times can be weighed against the cost and the risk to meet your needs and your budget while securing data and future company operations.

Like any insurance policy, true continuity brings peace of mind where the benefits far exceed the costs. Businesses don't need to fear a disaster when they have planned for recovery and continuity.

“Security, reliability, and value are the foundations of FIT Continuum. We commit to high standards when it comes to protecting your data and providing exceptional service.”

PRICING FOR CONTINUUM

Continuum Product	Monthly Cost per Server	+ Monthly Cost per GB	Disaster Deductible	Recovery Time
Bronze	\$49	\$1	\$250	48 Hours
Silver	\$79	\$2	\$300	24 Hours
Gold	\$129	\$2	\$350	6 Hours
Platinum	\$499	\$2	\$500	15 Minutes

DISASTER CAN STRIKE IN MANY FORMS:



Fires, floods, storms, earthquakes. Significant outages can occur when components fail, viruses attack, or electricity surges.

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Business Disaster:

Disasters can take many forms—from electrical surges, building issues, to fires or viruses. Businesses have to plan for calamitous events that make the continuation of normal functions impossible. Business disasters can cause significant harm and financial impact to companies.