UK Backup First to Deliver Recovery Performance-Based Cloud Backup Pricing Through G-Cloud

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TORONTO and FARNBOROUGH,UK – February 25, 2015 – Asigra Inc., a leading cloud backup, recovery and restore software provider since 1986 today announced that UK Backup, a Farnborough, England-based backup solutions provider, has partnered with Asigra to deliver the first recovery performance-based cloud backup pricing option through G-Cloud. Advantages of the new service include low up front and lower long term costs and end-to-end protection of customer data across physical, virtual, cloud and mobile computing platforms.

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G-Cloud, the online marketplace where UK public sector bodies can review and buy IT services on the Digital Marketplace, allows UK Backup to deliver cutting edge solutions to the public sector via this framework. Through the G-Cloud 6 framework, customers have access to a range of online backup and hybrid/private backup solutions. Offered as a fully managed public cloud, hybrid or private cloud solution, UK Backup provides an end-to-end solution that not only makes protecting information easy but ensures that users can quickly restore data when required. UK Backup is based out of a high security campus in Farnborough, UK where backup data resides in an IL3, ISO:27001, BS 25999 and ISO:9001 accredited facility. The company is supported by a team of engineers to ensure data is available on demand.

To differentiate their organization's backup offering, UK Backup is pricing its backup services based on the annual percentage of data that customers recover instead of the amount they backup. To accomplish this, the UK service provider is leveraging the innovative patent-pending Asigra Recovery License Model® (RLM), giving IT professionals the ability to better control backup and recovery costs even as organizational data volumes grow. With this approach, fees are based on a Recovery Performance Score that is calculated over a 12-month period (every 6 months in the first year). A waiver is provided for the single largest recovery event in any licensing term and only successful recoveries are included in the calculations. The fair, transparent and predictable pricing model provides immediate savings of 40 percent and up to 70 percent over time.

Asigra is the first cloud backup and recovery software provider to deliver a viable recovery performance-based pricing option for backup. The RLM is enabled by utilizing data recovery analytics and insights that were not previously possible. The end result is what many experts agree is an evolving movement toward performance-based pricing that aligns with actual business value rather than inefficient capacity-based usage.

"In today's data rich IT environments, businesses are confronted with rising backup costs due to the growing volume of data to protect. Arguing for price concessions with backup providers is an unsustainable approach as pricing margins fall," said James Chillman, CEO, UK Backup. "The Asigra Recovery License Model provides a fair and transparent way to price backup and recovery that rewards IT organizations that perform well and recover less. At the end of the day, it will be our customers who benefit from this partnership which brings greater efficiency and value to the backup equation."

"Service providers and end-customers who make the switch to recovery performance-based pricing will find a much fairer approach and one that reflects true business value," said Eran Farajun, Executive Vice President, Asigra. "Combined with a technology platform built for comprehensive data protection and recovery assurance, Asigra Cloud Backup is a top tier solution for service providers. UK Backup's leadership in delivering this technology promises them increased success in this space."

Additional Resources:

Read the Asigra Cloud Backup Product Reviews:

Hear what Solution Providers have to say about working with Asigra: http://www.asigra.com/resource-center/partner-testimonials

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Asigra Named Gold Product of the Year for Backup and Disaster Recovery Software

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About UK Backup Limited

UK Backup Limited are Hampshire (UK) based providers of enterprise grade Cloud Backup Solutions. By utilising a market leading technology, UK Backup has quickly established itself as one of the UK's leading Backup and Disaster Recovery providers. Established in 2010 UK Backup protects companies of all sectors and sizes, from public sector clients through to SME's.

For more information visit www.ukbackup.com

About Asigra

Trusted since 1986, Asigra provides organizations around the world the ability to recover their data now from anywhere through a global network of partners who deliver cloud backup and recovery services as public, private and/or hybrid deployments. As the industry's first enterprise-class agentless cloud-based recovery software to provide data backup and recovery of servers, virtual machines, endpoint devices, databases and applications, SaaS and IaaS based applications, Asigra lowers the total cost of ownership, reduces recovery time objectives, eliminates silos of backup data by providing a single consolidated repository, and provides 100% recovery assurance. Asigra's revolutionary patent-pending Recovery License Model provides organizations with a cost effective data recovery business model unlike any other offered in the storage market. Asigra has been recognized as a Gartner Cool Vendor and has been included in the Gartner Magic Quadrant for Enterprise Backup and Recovery Software since 2010. More information on Asigra can be found at www.asigra.com.

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