How to conquer the market successfully

Ahsay™ is committed to the business success of our partners, as we believe that Ahsay™ will only win when our partners win. Therefore, we are more than happy to build, sustain, and grow the market with you. We will fully cooperate with you in reaching this three-fold objective.

Ahsay™ will be your helpful marketing partner

The average service provider or reseller tends to hesitate in carrying a software product due to concerns about the initial investment in marketing. Return on investment in marketing varies from product to product, and can sometimes be rather low. Ahsay™'s experience in marketing its products with its partners via various channels worldwide has produced a rich pool of knowledge of market intelligence, leading to the development of a winning formula. Ahsay™ is ready to share such marketing expertise with you. As your marketing partner, Ahsay™ will do its best to lessen your marketing burden. You will gain exposure to your target segments and start making profit quickly.

Ahsay™ will help you start the business easily

Ahsay™'s express startup service aims to assist you and your customers in installing, configuring and customizing the Ahsay™ Backup Software. Once the hardware and the underlying operating system are in place, our professionals will perform all the software installation and configuration remotely on your or your customers' behalves. This saves you or your customers both time and effort in studying the user guides and documentations to get everything running.

Ahsay™ will resolve your technical problems

Upon our professional customer service team's receipt of your enquiry, we will work closely with you to resolve any technical problem that you might have run into. We guarantee that you will:

- Hear back from us within 24 hours;
- Obtain to-the-point and satisfactory answers; and
- Receive professional service until the problem is resolved.

Act now & start making profit right away!

Try our software immediately

Our free trial software is available on our website.
Service providers: www.ahsay.com/freetrial/sp/
Resellers: www.ahsay.com/freetrial/rs/

Become our service provider or reseller now!

If you are interested in our products, please don't hesitate to contact our sales representatives for a discussion of possible cooperative efforts and business opportunities.

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GOLD CERTIFIED
Partner

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Ahsay™ Backup Software

Let's make profits from backup together

Let's make profit from backup together

As a reseller of backup software or a service provider of online backup service, you must be aware that although the process of performing a "correct" backup that is restorable when needed looks intuitively simple, it is actually prone to error and never easy. The reality is that most of the companies out there are still using relatively poor "unstructured" backup methodologies involving tape, CD Rom, external hard drive, etc.

We believe that such reality presents a great opportunity for you, as a reseller or a service provider, to convert these companies into your customers. With our new generation backup solution, Ahsay™ Backup Software, you stand ready to outperform your competitors and profit from backup, either by offering your customers managed online backup service with our Ahsay™ Backup Software Service Provider Edition, or by reselling the Ahsay™ Backup Software Business Edition to those businesses that prefer to install the software within their own environments.

Win with Ahsay™

Ahsay™ has started developing backup software since 2000, with a primary focus on providing a "correct" backup methodology for businesses in achieving disaster recovery and management goal at an affordable price.

We fully rely on our partners to introduce the benefits of our product to owners and IT managers of businesses in different countries. Our competitively priced solution, Ahsay™ Backup Software, always comes with robust and up-to-date features, and therefore has been recognized by our partners and users as the best-value-for-money backup solution of its class. By the end of 2007, it has reached a milestone of over 500,000 installations worldwide.

Our software helps put the minds of business owners at ease as they no longer need to worry about loss of critical business data caused by any disastrous event that might damage their storage devices. As a result, service providers and resellers win. Customers win. Ahsay™ wins too.

We are committed to the business success of our partners, and will keep improving our products and services to meet changing needs.

In a nutshell, Ahsay™ strives to always be the backup solution provider you can trust.

TESTIMONIAL

"We believe that Ahsay™'s products and services have three major characteristics: The solution is 100% integrated and complete, comes to a very attractive value for money and the support is very fast and focused to solving the problem and serving the client or the partner. The above were the main reasons while we decided to cooperate with Ahsay™ rather to some other provider. And if it was to evaluate again, we would again choose Ahsay™'s products and services."

Mr.Giannis Hatzigeorgiou
HACSNET (Greece)

1. Components with robust features

Ahsay™ Offsite Backup Server

The core server application of Ahsay™ Backup Software offering centralized backup services to diverse Ahsay™ Online Backup Manager and Ahsay™ A-Click Backup client users, which allows system administrators to manage individual users and their account configurations, as well as monitor the entire system's performance easily.

Ahsay™ Online Backup Manager

A comprehensive client-side backup application bundled with various database backup modules for backing up files and databases from client-side computers to Ahsay™ Offsite Backup Server, which is most suitable for backing up servers.
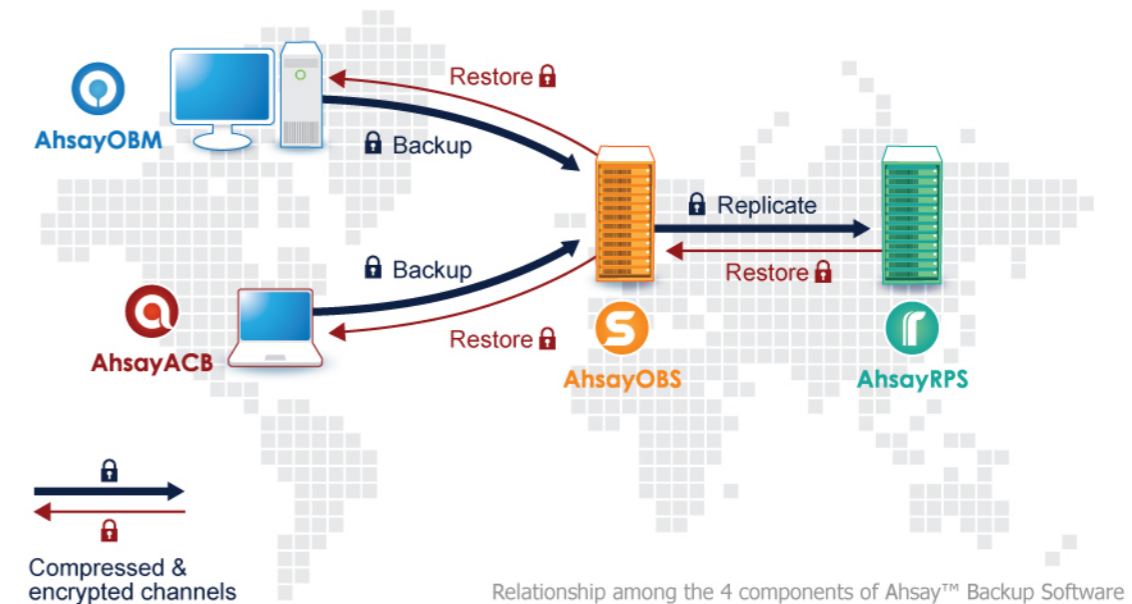
Ahsay™ Replication Server

A server application for storing data replicated from one or multiple Ahsay™ Offsite Backup Servers, ingeniously designed provide an additional level of protection to the backed up data.

Ahsay™ A-Click Backup

A light version of Ahsay™ Online Backup Manager with all major features retained while having an easy-to-use interface, which is most suitable for backing up desktop and laptop computers.

Relationship among the 4 components of Ahsay™ Backup Software

2. Continuous data protection

Ahsay™'s advanced continuous data protection (CDP) technology captures every version of a file that has been saved to your hard drive. With CDP, even if your hard drive crashes completely after you have worked for a full day without invoking backup manually yourself, the saved copy of your working files will still be intact on the backup server. It provides a highly dependable means of real-time, continuous data protection for servers, desktops, and laptops effortlessly and transparently, without any human intervention. In addition, backup will only run when the computer is idle, or when the level of CPU utilization falls below a specific percentage (e.g. 20%), leaving backup operation completely transparent to users.

The virtue of backup is to make copies of critical data so that these additional copies can be used to restore the original following a data-loss disaster. With Ahsay™, data will be copied, compressed, 128-bit / 256-bit encrypted and finally uploaded to a remote server located offsite through Secure Sockets Layer (SSL). These backed up data are 100% restorable to their original formats, when needed, by simply clicking a few buttons. In addition, Ahsay™ provides another level of protection by allowing replication of the remote backup server(s) to another remote location. This gives a double protection that cannot be provided by other backup software alone.

What makes Ahsay™ an irresistible proposition?

Before proceeding to elaborate on a potentially profitable partnership between you and Ahsay™, we would like to outline the benefits that end users (i.e. your customers) can derive from our products. Once you gain a stronger grasp of these benefits, you will find it easier to understand how the aforementioned profitable partnership can occur.

3. Support of load-balancing and Windows Active Directory

The newly added load-balancing feature is ideal for larger enterprises that have a sizable number of client computers to back up concurrently, as multiple Ahsay™ Offsite Backup Servers can be run at the same time to spread the loading of concurrent backup. This makes it possible for the backup system to achieve optimal resource utilization, throughput, and response time. Moreover, system reliability is greatly improved with added redundancy.

The support of Windows Active Directory (or LDAP) allows user backup accounts to be created automatically and backup quota to be shared by a group of users. Aided by Windows Active Directory, system administrators are able to customize the default backup setting for different users or user groups. It even allows client-side backup setting to be overridden by server setting at the system level, user level, and backup set level. This flexible and highly extensible architecture makes complex requirements on system and user administration an easy task for novice administrators.
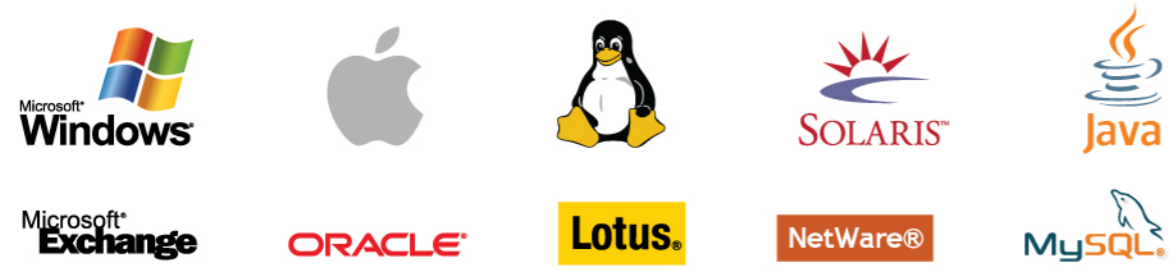
4. Backup 500GB in one night

Our seed load and in-file delta technologies enable backup of a large volume of data to be completed in a very short period of time. The seed load feature allows backup of the large volume of data to a local hard drive. With our proprietary in-file delta technology, the original file is required to be backed up once only, i.e. in the first backup job. Subsequently, only the changes within the file made since the previous backup are necessary to be backed up.

For example, for a file that is as large as 500GB, you can simply seed load the full backup to a removable local hard drive and then deliver the seed loaded data in the removable hard drive to the backup server. Since only the changes made within the 500GB file, normally less than 1%, i.e. 5GB, of the original file size, are required to be backed up again, this amount of data can be backed up easily to the server via the Internet or Intranet in one night. As a result, instead of having to back up 500GB everyday, you just need to back up 5GB everyday to keep the file up-to-date on the backup server.

Date	Incremental	Storage space (GB)
DAY 1	Seed Load	(Full) 500
DAY 2	Upload	(Full) 500 + (Delta-1) 5 Total=505
DAY 3	Upload	(Full) 500 + (Delta-1) 5 + (Delta-2) 5 Total=510
DAY 4	Upload	(Full) 500 + (Delta-1) 5 + (Delta-2) 5 + (Delta-3) 5 Total=515

5. All platforms and common databases supported

Ahsay™ supports all leading operating systems which can run Java2 Runtime Environment 1.4.1 or above, which are essentially all operating systems, including Windows, Linux, Mac, NetWare, NAS devices, etc. Besides, Ahsay™ comes with modules specially designed for backing up common database applications, including Microsoft Exchange Server, Microsoft SQL Server, Lotus Notes/Domino, Oracle and MySQL. This allows you to back up all these databases professionally as recommended by their respective software vendor easily without requiring you to know how it works technically behind the scenes. If the databases or applications you are using in-house are not listed here, don't worry. Our extensible and easily configurable command line tools enable you to add custom backup logics to basic backup operation through simple scripting.

6. Backup individual mail in Microsoft Exchange Server

Microsoft Exchange Server is one of the most popular email servers used by businesses of any size. Ahsay™ Backup Software's built-in Microsoft Exchange Server Backup Module allows your customers to back up all critical data within Microsoft Exchange Server, including individual email, calendar, and contact list, etc. This capability makes Ahsay™ an ideal backup tool for Microsoft Exchange Server.

7. Multi-lingual

Ahsay™ Backup Software supports multi-languages, which cover over 90% of the world's population. No matter where your physical location is, you can always serve your customers from other countries who use languages different from your own. Supported languages include **English, Czech, Danish, German, Spanish, French, Icelandic, Italian, Japanese, Dutch, Norwegian, Slovenian, Swedish, Simplified Chinese and Traditional Chinese, Portuguese, Brazilian Portuguese, Lithuanian, Finnish, Turkish, Hungarian, Greek, Russian and Polish.** New languages are being added continuously. If your language is not listed here, please visit our website for the latest information.
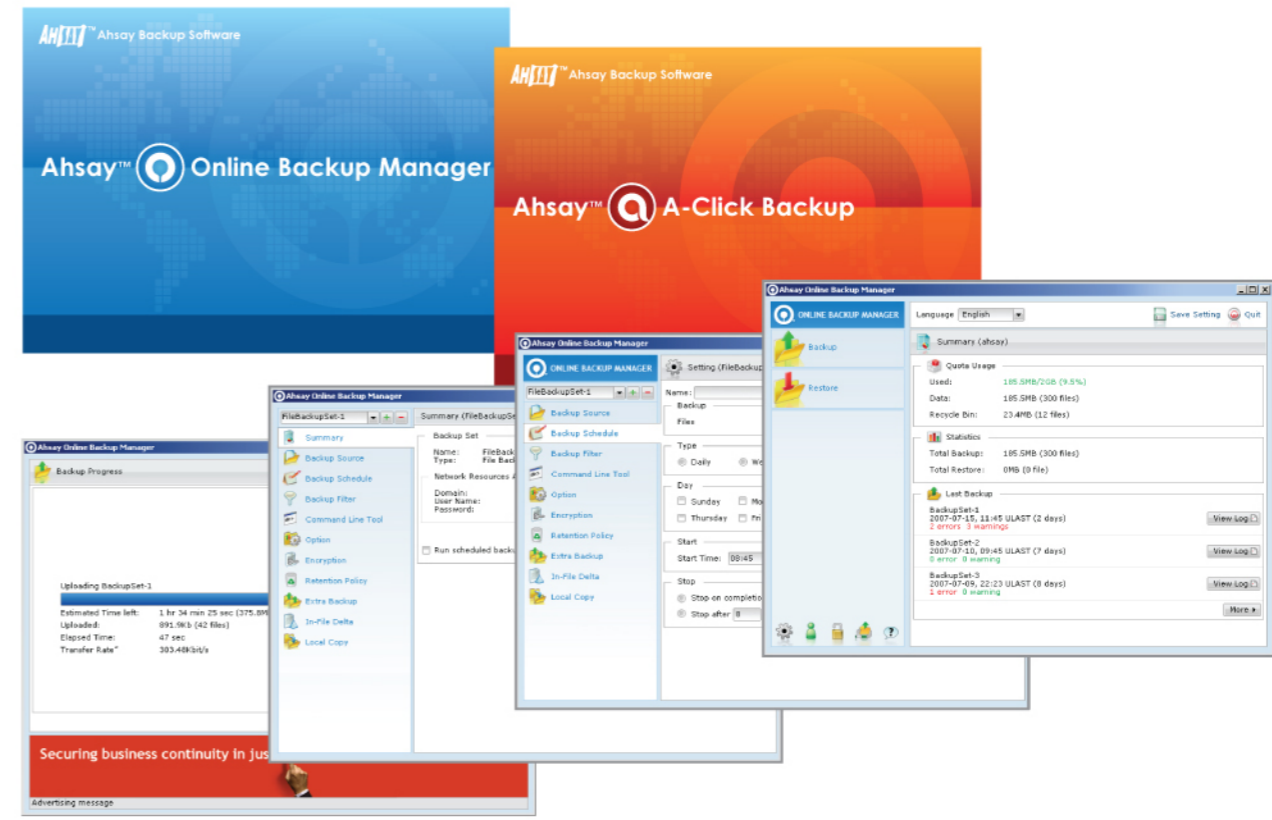
8. Easy to use and manage

Automatic backup

After the initial setup of Ashay™'s client-side backup application, be it Ahsay™ Online Backup Manager or Ahsay™ A-Click Backup, backup will be performed automatically every day without requiring human effort. Restore operation can be done in just a few clicks.

User friendly interface

The software interface of Ahsay™ Backup Software is carefully designed to allow users and administrators to handle backup/restore operations and complete administration tasks easily within a few clicks.
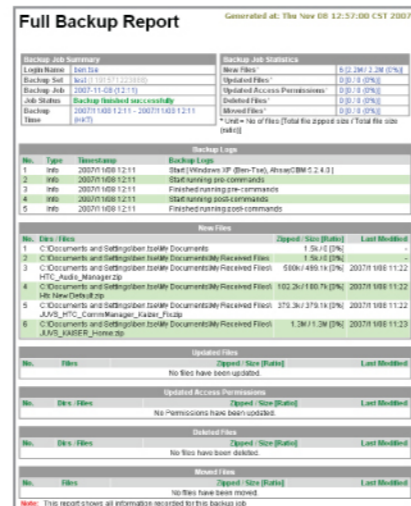
Centralized web management console

Ahsay™ allows system administrators to configure backup sets and bandwidth throttling, enable and disable add-on modules for individual users, set up users' quota, restore backed up files, manage banner advertisement, access data on system activities and backup errors in an intuitive web management console.

Comprehensive online / email reports

Ahsay™ proactively informs system administrators of any error likely to occur in the backup server and provides a complete log file for trouble shooting, thereby minimizing the need for emergency technical support and maintenance, as well as the amount of administrative work.

Minimal effort required

Ahsay™ automatically performs all necessary housekeeping tasks such as obsolete data file removal, data integrity checking, user storage information rebuilding, inactive trial user removal, and log files cleanup.

Automatic upgrade of client software

With the Auto Upgrade feature enabled, upgrade of client-side applications to new versions can be done automatically.

API integration

Integration of other applications with Ahsay™ is accomplished through the use of its APIs. It is an absolute breeze.

9. Suitable for users with different needs

We have designed two major client applications, Ahsay™ Online Backup Manager and Ahsay™ A-Click Backup, to satisfy the backup needs of different users.

	AhsayOBM	AhsayACB
No. of backup set	Unlimited	1
Backup Schedule		
- Continuous data protection	✔	✔
- Daily	✔	✔
- Weekly	✔	✔
- Monthly	✔	✘
- Yearly	✔	✘
- Multiple schedules	✔	✘
Encryption		
- 128-bit / 256-bit	✔	✔
- Configurable by end-user	✔	✘
- TwoFish	✔	✘
- Triple DES	✔	✘
- AES	✔	✔
Available Module		
- Microsoft Exchange Server	✔	✘
- Brick Level Mail Backup	✔	✘
- Microsoft SQL Server	✔	✘
- Lotus Domino/Notes	✔	✘
- Oracle	✔	✘
- MySQL	✔	✘
- In-File Delta (Simple)	✔	✔
- In-File Delta (Advanced)	✔	✘
- Microsoft Volume Shadow Copy	✔	✔
Retention Policy		
- Simple	✔	✔
- Advanced	✔	✘
Others		
- Initiate backup from AhsayOBS	✔	✔
- Pre/post-backup command	✔	✘
- Simple backup filter	✔	✔
- Advanced backup filter	✔	✘
- Logout reminder	✔	✔
- Offline backup reminder	✔	✔
- Local copy	✔	✘
- Web restoration	✔	✔
- Supported languages	26	26
Applicable Hardware	Server/NAS/PC/Mac	Server/PC/Mac

System requirements

	Supported Platforms	Hardware

AhsayOBS	- Windows 2000 / XP / 2003 (server recommended)
	- Linux kernel 2.4 or above
	- Solaris 2.x or above
	- AIX
	- HP-UX
	- Mac OS X 10.2 or above
	- All other operating systems that supports
	  Java2 Runtime Environment 1.4.1 or above
		- Memory:
		  512MB (minimum),
		  1GB (recommended)
		- Disk Space:
		  300MB

AhsayOBM	- Windows 95 / 98 / ME / NT / 2000 / XP / 2003 / Vista
	- Linux kernel 2.4 or above
	- NetWare 5.1 or above
	- Solaris 2.x or above
	- AIX
	- HP-UX
	- FreeBSD
	- Mac OS X 10.2 or above
	- All other operating systems that supports
	  Java2 Runtime Environment 1.3.1 or above
		- Memory:
		  128MB (minimum),
		  256MB (recommended)
		- Disk Space:
		  110MB

AhsayACB	- Windows 95 / 98 / ME / NT / 2000 / XP/ 2003 / Vista
	- Mac OS X 10.2 or above
		- Memory:
		  128MB (minimum),
		  256MB (recommended)
		- Disk Space:
		  110MB

AhsayRPS	- Windows 2000 / XP / 2003 (server recommended)
	- Linux kernel 2.4 or above
	- Solaris 2.x or above
	- AIX
	- HP-UX
	- Mac OS X 10.2 or above
	- All other operating systems that supports
	  Java2 Runtime Environment 1.4.1 or above
		- Memory:
		  128MB (minimum),
		  512MB (recommended)
		- Disk Space:
		  100MB

How to make profit with Ahsay™

Two options exist for making profit with Ahsay™. You can achieve your profit objective by:

- Offering online backup service with our Ahsay™ Backup Software Service Provider Edition to businesses and home customers who prefer to store their backup data in storage space provided by you, the service provider.

- Reselling Ahsay™ Backup Software Business Edition to those businesses that prefer to install the software within their own environments.

Provide reliable online backup service with Ahsay™

With our proven solution, Ahsay™ Backup Software Service Provider Edition, trusted by over 1,700 service providers and 500,000 users worldwide, you are well positioned to provide a reliable online backup service, the demand of which is rapidly growing among business and home users around the world today.

Ahsay™ is fully brandable as your solution

Ahsay™ Backup Software Service Provider Edition is probably the ONLY online backup software that allows you to fully brand the software into your own label and to be part of your total data protection and disaster recovery solution. Our user-friendly customization portal enables you to brand the client software, management console, and backup job reports on the fly.

Ahsay™ will bring you new revenues

If you are running a web-hosting company or an ISP, offering online backup service will definitely create a new revenue stream for your existing business. Ahsay™'s exceptionally high income-generating capability is evidenced by the impressive growth of our partners.
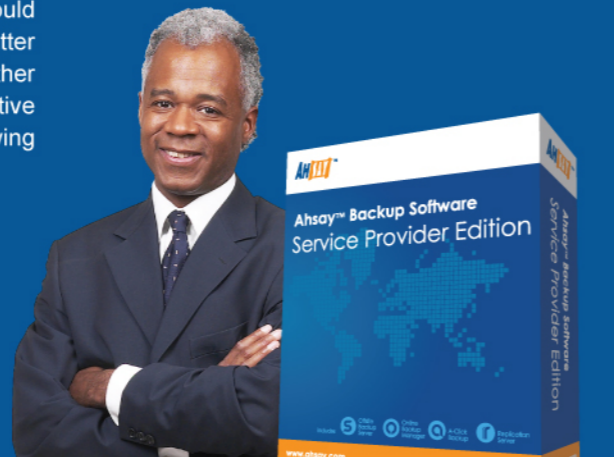
Ahsay™ will strengthen your customer loyalty

Adding backup service in your existing business offerings will serve as an added value to your existing customers. Hosting critical backup data for them can surely increase the retentiveness of your customer base and hence lowers their drop-off rate. Moreover, the fast growing backup size of your customers will translate into an opportunity for exponential income growth.

Get FREEBIES from competitive upgrade

You are entitled to our exclusive Competitive Upgrade* offer if you are using other backup software and would like to switch to Ahsay™ Backup Software. No matter how many licenses you have purchased from the other backup software vendor, you can enjoy our attractive Competitive Upgrade Rate together with the following benefits FREE of charge:

- FREE Backup Server Licenses

- FREE software maintenance upgrade & support in the first year

- FREE marketing materials

* To be approved by Ahsay™

Adopt your own business model

As a service provider, you can choose your business model from among several alternatives, depending on your organizational vision and objectives. Each of these alternatives is adopted by many of our existing partners, and has proved to be profitable.

Offer online backup service and charge by monthly subscription

A company installs your branded Ahsay™ Online Backup Manager or Ahsay™ A-Click Backup on its computers and backs up data to your Ahsay™ Offsite Backup Server. With our free Billing Module, you are able to charge this company periodically based on the total backup data storage space consumed, bandwidth utilized, maximum storage space allocated, etc.

Resell branded solution and offer space for replication

You sell the whole branded solution, including Ahsay™ Offsite Backup Server, Ahsay™ Online Backup Manager, Ahsay™ A-Click Backup and Ahsay™ Replication Server, all branded as your own products, to a company at whatever price you see fit. You can provide it with professional consultation service in return for a fee too. Additionally, since the Ahsay™ Offsite Backup Server is installed in your customer's own environment, you can also provide storage space for this company to replicate the data stored in its Ahsay™ Offsite Backup Server to your server and claim a charge for such service accordingly.

Offer branded managed online backup service to your resellers

You recruit resellers to sell your online backup service by offering storage space and brandable online backup solution to your resellers. Resellers, in turn, recruit their own customers, who will eventually back up their data to your backup service.

Resell Ahsay™ to a market of US$200 million

The premier marketing intelligence firm, IDC, has projected that the global data protection and recovery management market will grow from US$58 million in 2006 to US$200 million by 2011. Within this market, a significant number of enterprises prefer to implement backup solution, as part of their data protection and recovery management policies, in-house. It appears that there are plenty of money-making opportunities for I.T. professionals who possess strong technical expertise and are willing to enter the backup solution market as resellers.

Earn 150% profit margin

Any company that is interested in implementing backup solution in-house must buy or lease a backup software with on-site and offsite remote backup capabilities, like Ahsay™ Backup Software Business Edition. By becoming our reseller of this essential business software, you can earn a maximum of 150% profit margin. This is an unprecedented reward scheme that you are unlikely to find in any other reseller programs. We make it a high priority to offer attractive rewards because we treasure our relationship with our resellers. It is our firm belief that all those who assist in successfully reselling Ahsay™ Backup Software should receive the recognition they deserve.

Earn recurring income which grows like a snowball

In addition to the possible 150% profit margins, our Ahsay™ Resellership Program also offers you recurring income for each lease-licensing deal you have closed in the past. After you have successfully referred a customer to subscribe to the Ahsay™ Backup Software lease-licensing model (software-as-a-service), you will be rewarded up to 30% of the monthly leasing fee paid by the customer each month. Under this scheme, a secure recurring income is guaranteed for you. As long as your customers continue leasing the software, you will be able to earn your reseller commission without interruption. Not only does it help by maintaining a stable income stream to your business, more profits can be made when your recurring income adds up each month and grows bigger and bigger like a snowball.

STARTER

1 Server 10 PCs	Retail price:	US$450
	Reseller's cost:	US$200
	Profit margin:	125%

STANDARD

5 Servers 45 PCs	Retail price:	US$1,000
	Reseller's cost:	US$400
	Profit margin:	150%

ENTERPRISE

10 Servers 100 PCs	Retail price:	US$2,200
	Reseller's cost:	US$900
	Profit margin:	144%

Minimal sales effort required

An increasing number of governments around the globe are imposing new laws enforcing compulsory backup of all business data in all business organizations as a mechanism to fight against commercial crimes and frauds. Backing up business data will soon become a necessity to stay in business. Among all backup methodologies available today, offsite remote backup turns out to be the safest, cheapest and easiest backup solution. With Ahsay™ Backup Software widely accepted as being the best of its class, the sales effort required is minimal.

Quick to market, as all marketing materials available for FREE

It is possible to dive right into the business of reselling Ahsay™ Backup Software now because all marketing materials, e.g. website, presentation PowerPoint, Flash product demo, flyer, etc. required to present Ahsay™ Backup Software to your customers are readily available to you free of charge. You can start marketing right away after signing up as our reseller. There is no lag time and no extra money to spend. Being quick to market allows you to capitalize your return on investment almost immediately.

Earn more by bundling Ahsay™ with NAS devices

Business end users who prefer to implement Ahsay™ Backup Software in-house may not have the expertise to either select suitable yet affordable hardware, or to install and configure the system. As Ahsay™ can be run on NAS devices, resellers can bundle Ahsay™ with a suitable NAS device available on the market to form a total backup solution for your customers at an affordable price which is not available elsewhere. This makes it possible for you to earn profit on both hardware and software. The benefit of offering both software and hardware together is that you will close deals more than offering software alone.