



# Hosted Utility Storage

Online file storage,  
file sharing &  
collaboration, mobility,  
backup, archive, API  
integrated storage  
& local file server  
replacement.

Utility Storage is the only online file storage service that addresses critical business needs of online file storage, file sharing backup, collaboration, archival of latency insensitive data, and API integrated storage - in one secure, easy-to-use solution.

Utility Storage eliminates the need to purchase and maintain servers, tape backups, virtual private networks (VPN) and point-products such as FTP. Organisations can enhance their disaster recovery solutions through geo-replication, the ability to set policies to automatically replicate data into multiple datacentres.

Microsoft | Partner Program  
**2009**  
AWARD WINNER

S+S Hosting  
Partner of the Year

Microsoft  
Partner Network  
**MAPA**  
2010  
FINALIST

Hosting Solution  
Partner of the Year

  
**BLUEFIRE**

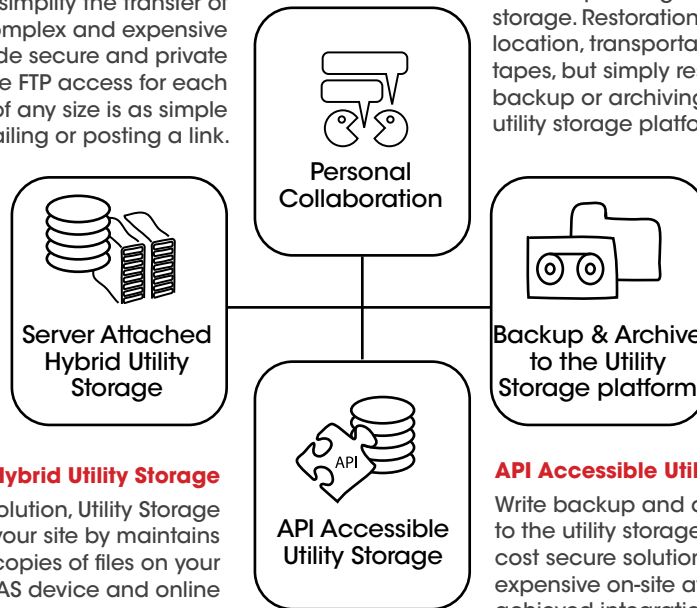
A DIMENSION DATA COMPANY

### Personal Collaboration

Utility Storage's extensive file sharing and collaboration capabilities allow users to securely share files with co-workers, customers and business partners. Utility Storage users can access files from anywhere using any PC, Mac, and smartphone, such as the iPhone or Blackberry. Flexible file upload and download options simplify the transfer of large files. Utility Storage replaces complex and expensive FTP servers and, unlike FTP, can provide secure and private file exchange without setting up unique FTP access for each party. With Utility Storage sending a file of any size is as simple as emailing or posting a link.

### Backup and Archive to the Utility Storage platform

The service allows organisations to reduce spending on expensive cost of storage. Restoration does not require location, transportation, or mounting of tapes, but simply restoring through the backup or archiving application from the utility storage platform.



### Server Attached Hybrid Utility Storage

With local file server replacement solution, Utility Storage extends this functionality to your site by maintains automatically synchronised local copies of files on your server hard drive, external disk, NAS device and online storage. With a unique hybrid approach to online storage, Utility Storage enables you to access, edit and store files locally in your office or from the Internet, providing the access speed advantages of traditional servers and ubiquitous access of -based solutions.

Additional backup features are available for longer term retention to data, including notebook, PC and NAS based backup services.

### API Accessible Utility Storage

Write backup and archive data directly to the utility storage platform as a low cost secure solution, rather than to expensive on-site attached storage. This is achieved integration of APIs that enables specific products to access storage in the . Any application that currently points to S3, Google or Eucalyptus can now point to the utility storage platform with no additional programming, the only requirement being a utility monthly storage data plan.

## Features of Utility Storage

### Online file storage and sharing with secure, permission-based folders

The Utility Storage Local File Server is an easy-to-use solution for securely storing your business files online, enabling effortless collaboration between you and your clients, regardless of location. Establish permission-based folders customized to your business needs and store files of any type or size for secure access from anywhere. Use your browser to retrieve files, or map the Utility Storage Local File Server as a network drive for convenient file drag, drop and edit capabilities (Windows, Mac, and Linux compatible).

### File sharing, version management and access controls

Utility Storage provides numerous capabilities to promote file sharing between your employees and your trusted business partners. File sharing can be as simple as sending out link to a file or designating a public folder; alternately, you can control file access by requiring users to login with a password and setting read, write and delete privileges on individual folders.

File versioning is automatic on the Utility Storage Local File Server, and when changes are made to either a file or folder, you can be automatically notified via email.

### File access from desktop, web and mobile devices

Designed for "on-the-go" collaboration with co-workers and clients, Utility Storage provides secure anytime, anywhere access to your critical business files from the Web, smartphone (no special apps or downloads required) or via a mapped drive on your desktop. Utility Storage works equally well on a Mac or Windows computer.

### Online and offline file access

The Utility Storage Local File Server provides local off-line access to files and folders over your office network (LAN) through automatic bi-directional synchronization of the server with a local file cache. It's an ideal solution for those who need fast access speeds, work on large files or find themselves at times without access to the Internet.

## Large file transfer

Upload files and folders to the Utility Storage platform using the built-in, browser-based Java uploader - perfect for single and multi-file uploads - or use the included no-maintenance FTP client for your very largest files (500 MBs or larger). BlueFire also provides Data Migration Services for customers who have large initial data sets that need to be migrated into their Utility Storage account.

## Automatic computer backup

Schedule file and folder backup on your computer during periods of low activity or set it to work on a continual, "real-time" basis. (You also have the option to perform instantaneous backup on-demand.) Data that has been backed up is always available on the Web, and complete restoration of your files and folders is just a click away.

## Comprehensive file search

The Utility Storage platform automatically indexes stored files, ensuring that you're able to quickly and easily find any of your files based on keywords, file names or

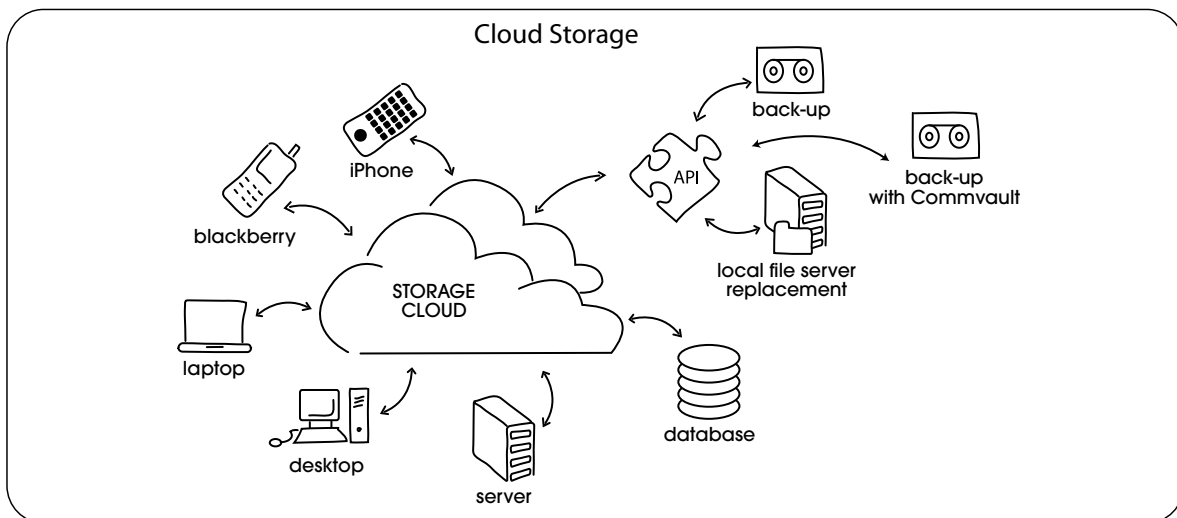
user-added file tags. Powerful built-in search capabilities ensure that you can quickly sort through terabytes of data, while simultaneously matching files to your query as you type.

## Security and privacy

Utility Storage employs world-class data protection technology and tiered security management policies to ensure the integrity and complete privacy of all your critical business files. From centralized administration to encrypted access and 3-way data mirroring, you can rest assured that your data is secure with Utility Storage. All data is secured Tier 3+ Datacentre compliant and our security infrastructure is world-class.

## Central Administration, User Management, Reporting and Audit

At BlueFire we understand that data storage, business continuity and data archiving are vital to you. Organisations of all types are under increasing pressure to find cost-effective storage solutions that can cope with not just today's, but tomorrow's data storage requirements.



## Features

FEATURE	BENEFIT	SOLUTION
Collaborative roaming user	Access to files in the utility storage platform from multiple devices is required for a new breed of mobile users.	Users can easily and securely access data through the Web or through an internet-enabled smartphone (iPhone or BlackBerry®, iPad or a mapped Drive on Notebook. Auto Backup for Mobile user for files on notebook.
Backup roaming user	Safely, reliably and automatically storing a copy of important data to protect against theft, accidental deletion, data corruption and hardware failure.	Install software on your laptop that: <ul style="list-style-type: none"> <li>• Enables backup of the notebook, email, and versioning</li> <li>• Ensures highest levels of information security: enable full encryption, with SSL in transit and AES at rest.</li> <li>• Addresses compliance needs - offers a fully encrypted Utility Storage platform with access controls.</li> </ul>

File server replacement, backup and Offsite Storage for small/branch offices	Branch and small offices are constrained by budgets and shortage of in-house IT personnel. This often results in disparate, expensive solutions for storage, backup and collaboration and in difficulty in facilitating information sharing within the company and between offices	On-site storage device: <ul style="list-style-type: none"> <li>• Provides file servicing, backup, remote access and synchronisation of data to the cloud</li> <li>• Facilitates secure collaboration, disaster recovery, and data access</li> <li>• Shares and sync documents without the cost or maintenance of a file server</li> <li>• Schedules automatic file backups for consistently backed up data and easy restoration</li> <li>• Provides access to your critical data anytime, anywhere</li> <li>• Supports Application backup and restore for Microsoft SQL Server and Exchange</li> <li>• Supports Disk-level backup on Windows</li> </ul>
Backup for Virtual Servers	Businesses require a cost effective storage for VMWare backups or wish to eliminate local tape backups	Install software on servers to create an on premise iSCSI virtual appliance which then integrates into the Utility Storage platform  Example Backup & Restore applications: CA ArcServe, Oracle RMAN, esXpress, Symantec BackupExec, Veeam, Vizioncore vRanger Pro.
Archive and non-latency sensitive data	High cost of archive data	Latency in-sensitive, infrequently accessed archive and other data can be moved to the utility storage platform for reduced reliance on expensive disk and tape storage. For example, Commvault's software can: integrate into the utility storage platform platform's security, ease data tiering to the utility storage platform, automate backup and archive processes. It automatically ages, stubs and archives unused data to the datacentre and controls cost by freeing up expensive storage while maintaining long-term copies of data in the utility storage platform
API Accessible storage	Finding secure, enterprise grade, In – country storage backend that falls under Australian jurisdiction and regulations. Enterprises also require storage that can scale in terms of storage and users and is reliable, fast and simple to use	The Utility Storage platform forms a storage backend for applications written to connect to Amazon S3, and other API storage systems. Leverage existing software vendor integration to provide the ability to write your data securely to the storage platform
File server extension and business collaboration	Small and branch offices typically use direct attached storage (DAS), network attached storage (NAS) or a storage area network (SAN) that are constrained by hardware limitations	Install software on your local file server that maps a drive to the Utility Storage platform. Clients have file server access to a comparatively limitless supply of storage together with reduced cost of storage. Data is intelligently cached in and out of the Utility Storage platform, maintaining LAN based access speeds to recently used data while storing all data in the utility storage platform. The data can remotely accessed via collaboration clients from iPads®, Blackberrys® or iPhones®
Disaster Recovery	No easy way to assure multiple copies of data for disaster recovery purposes	Automatically replicate any utility storage data to multiple Dimension Data Hosting Centres on user basis