



# Genie Online Backup xSP

**Start an online backup business for a high-profit recurring revenue stream.**

*Utilize the needs of the demanding industry and provide an Online Solution for your customer's backup needs. By embracing a sophisticated new approach to data protection and investing in online backup technologies; you address the challenges and shortcomings posed by today's local based drives faced by companies today.*

**With Genie Online Backup xSP, your Online Backup Services are truly your own; you host your customer data and the software can be custom branded to your company label!**

## ▶ What you Gain!

**Profit:** Offer Genie Online Backup to grow your revenues, differentiate your business, and accelerate profitability

**Branding:** Our solution is fully customizable to meet your company's label

**Hosting:** Utilize your own data center and offer the service as your own

**Marketing:** Offer free trials to your customers giving your customers a try before you buy experience

**Reach:** We support Windows desktop, Servers, MS SQL and MS Exchange, that gives reach to 80% of the business market and 90% of the home market



## ▶ Values to your Customers!

- ◆ Backups for servers and workstations
- ◆ A feature packed solution that supports high security using AES encryption, smart auto resume in case of disconnections, and online Disaster Recovery
- ◆ One comprehensive solution for email, documents, applications and SQL & Exchange databases
- ◆ Backup solutions that are remarkably easy to use and amazingly rich in features
- ◆ Backup solutions accredited by great review sites and magazines including PC Magazine Editor's Choice Award!



## Genie Online Core Components

### ▶ GENIE ONLINE SERVER

This is the core application of Genie Online Backup Solution that offers centralized backup services to desktop and business clients all managed through a web interface enabling users to backup online through HTTP/HTTPS

- ◆ *Manage Group Accounts and Users*
- ◆ *Manage FREE Marketing Trials*
- ◆ *Manage Billing Information and Transactions*
- ◆ *Manage Backup Drives*
- ◆ *Manage and Customize System Email Templates*
- ◆ *Customize Web Interface*

### ▶ GENIE ONLINE BACKUP BUSINESS CLIENT

This is the comprehensive client side backup application to backup servers that includes modules for SQL and Exchange database backup

### ▶ GENIE ONLINE BACKUP DESKTOP CLIENT

This is the basic client side backup application to backup workstations that includes many award winning features with an easy to use interface.

### ▶ GENIE ONLINE BACKUP USER WEB ACCESS

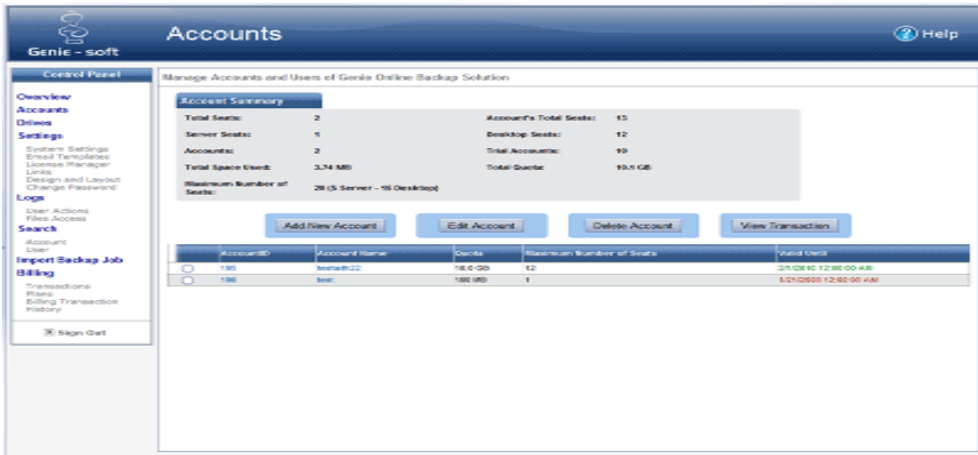
This is the client side web interface that offers customers access to their online data from the web which they can access anytime, anywhere.

- ◆ View/Restore Files directly from Web
- ◆ File Access & Sharing
  - ◆ Share access with others within a workgroup
  - ◆ Send emails and grant access to files
- ◆ File History
- ◆ File Versioning
- ◆ Password Manager

**\*Both client side backup applications have access to the user web access interface to view/restore backed up data.**

Set your organization apart from the competition and exploit the benefits of Genie Online Backup Solution

## Genie Online Server – Be in Control!



AccountID	Account Name	Quota	Maximum Number of Seats	Valid Until
196	test1234	100 GB	12	21/02/2012 12:00:00 AM
196	test	100 MB	1	1/21/2012 12:00:00 AM



Set up a system to manage your customers' backups and stay on top of things. Make sure to stay in touch with your customers and manage emails sent to them, links they access and keep track of their transactions.

### No worries – we guide you through it

With guided tips throughout the simple and friendly Web Admin Interface, it's easy to start making profit quickly! Easily create users within different accounts, manage what backup drives users have access to and start billing!

### Multiple Accounts, Multiple Incomes

With the ability to create multiple accounts, you can be sure to gain profit from many different places. Easily create and manage accounts using a well defined interface and supervise the number of desktop users and server users within an account, the Quota specified and validation date.

### Market your Solution – Try before Buy

Create trial accounts and let your customers experience the best in backup! Gain the competitive advantage over others and offer customers a test drive.

### Monitor your Space

Don't let your customers consume your space and plague your system. Use Genie Online Web Admin Server to assign what drives are used to allocate user backup data and give priority to each. In addition, be able to set how much free space to leave on each drive.

### Balance the Load

Don't be overwhelmed with the growing expansion of your customers and the need for more backup space! Spread the load to additional servers and achieve better throughput and response time with ability to perform load balancing.

### Your Own Solution

Genie Online Backup Solution can be custom branded to fit your company label. Present your customers with your own solution and

### Manage your Finances

Use your own billing gateway to follow up on billing statements.

Phone: +962-6-5167234  
Fax: +962-6-5167234  
E-mail: [sales@genie-soft.com](mailto:sales@genie-soft.com)  
<http://www.genie-soft.com>

## Genie Online Backup Business Client/ Genie Online Backup Desktop Client – Simple, Secure, Automated!

Reach out to your customers and give them the security they deserve. Protect your customer's most valuable asset – their data.



### Geared with Disaster Recovery

Be prepared for failures and guarantee your business continuity by performing Disaster Recovery backups.

### SQL Database Backup

Perform backups of Microsoft SQL Server Databases using Continuous Data Protection (CDP).

### Backup MS Exchange Mail Stores

Support for Microsoft Exchange backup to include all data within the Microsoft Exchange Server using Continuous Data Protection (CDP).

### Outlook, Outlook Express and Windows Mail Backup

Backup your Outlook, Outlook Express and Windows Mail emails through a straightforward wizard-based interface.

### Free Genie Drive

Upload/Download files directly from a virtual drive that is automatically synchronized with the online storage.

### *And much more!*

- ◆ **Secure:** 256-bit AES encryption as well as 128-bit Secure Socket Layer (SSL) for upload
- ◆ **Automatic Resume:** Automatically resume your backup from where you left off
- ◆ **Backup locked & open files:** Perform backup of open/in use and locked files using VSS and Open File Backup
- ◆ **Reporting:** Get a detailed view of your backup files and status of each job using
- ◆ **Schedule:** Perform automated backups using the easy-to-use smart backup scheduler
- ◆ **CPU Management:** Restrain Genie Online Business to run on a single processor or multiple processors

Phone: +962-6-5167234  
Fax: +962-6-5167234  
E-mail: [sales@genie-soft.com](mailto:sales@genie-soft.com)  
<http://www.genie-soft.com>



## Extra Modules

Looking for more?? Need support to market your solution? Offer your customers faster first time backup experiences? Find a better planned way to bill your customers? Or maybe want to OWN the solution? The extra modules for Genie Online Backup Solution are designed to give you just that!

### Trial Accounts

Genie Online Backup Solution is the ONLY Software to offer you Trial Accounts to provide your customers before purchasing. This gives you an edge over other providers allowing customers to experience the software **“try before buy”**

### Branding

- ◆ **Basic Branding:** Modify Genie Online Server to present your company colors and layout.
- ◆ **Full Branding:** Enjoy Genie Online Backup Solution as your own and customize the solution to meet your company label. Tailor Genie Online Backup Business Client (GOB Business) and Genie Online Backup Desktop Client (GOB Desktop) to include your company logo and market the solution as your own!

### Genie Express Backup

Save time and perform the customer backup to local disc rather than having to upload hundreds of files all at once. Setup Genie Online Express Backup Client on your customers computer and perform backup to local disc media. Then transport this to your server and simply import this to the web.

\* **Coming Soon:** Be able to Extract the data locally from your web server to local media and transport it to restore directly on user machine.

### Billing

- ◆ **Genie Online Billing System:** Looking to organize your user account transactions and control billing information? Use Genie Online Billing System to receive reports of your customer accounts and transactions so you can keep track of billing.
- ◆ **Company Billing System:** Got your own company billing system? Genie Online Billing system can interact with your own system and allow you to keep track of your customer transactions using your own familiar online billing.

### Local Backups

- ◆ **Client Local/LAN Backups:** Gain an extra edge over your competitors and offer your customers the option to not only perform backups to your offsite servers but to local media devices as well; for both Desktop and Business Clients.