



BridgeSTOR Announces Major Functional Enhancements to CRUNCH™ Deduplication for Microsoft Data Protection Manager (DPM 2010/2012)

CRUNCH Inline Deduplication Enables Elimination of DPM Short-Term Disk, an Unlimited Number of Recovery Points and Enhanced Data Recovery

Poway, Calif – June 5, 2013 – BridgeSTOR, LLC, the company Advancing Deduplication to the Cloud, today announced major functional enhancements to the CRUNCH™ Virtual Deduplication Appliance, BridgeSTOR's 4th generation deduplication and compression technology for Microsoft System Center Data Protection Manager (DPM 2010/2012).

CRUNCH for DPM data deduplication operates in-line, deduplicating DPM data as it streams directly to CRUNCH-deduplicated disk storage. No intermediate or temporary storage is required to store non-deduplicated data. CRUNCH for DPM completely eliminates the need for short-term DPM disk storage capacity, replacing it with highly efficient deduplicated and compressed capacity.

In addition to offering DPM 2010/2012 storage managers and administrators the only data deduplication and compression solution for Microsoft's "flagship" data protection offering, CRUNCH for DPM now enables DPM storage managers to completely eliminate short-term disk storage, removes DPM's recovery point restrictions and provides the ability to instantly recover data through a Microsoft Windows Explorer interface.

CRUNCH for DPM is the only product that adds deduplication to DPM. CRUNCH for DPM enables managers and administrators to reduce DPM storage costs by augmenting existing storage capacity with deduplication.

CRUNCH for DPM now also enables virtually unlimited capacity expansion, eliminating Microsoft DPM recovery point restrictions.

Data is restored from CRUNCH deduplicated storage through a simple "drag and drop" operation, familiar to every Windows user. DPM data is presented for recovery in the native view in which the DPM server agents send it to DPM: SQL and SharePoint data is presented as .MDF and .LDF files, Hyper-V data is presented as .VHD files, Exchange data is presented as .EDB, .LOG and .CHK files and file server data is presented in the same directory and file form in which it was stored on protected file servers.

CRUNCH for DPM continues to supply "agentless" backup for NFS and CIFS clients that are currently unprotected by DPM. NFS, CIFS and DPM data can be stored on disk, tape and/or in the Cloud – all in CRUNCH-deduplicated format.

As a DPM administrative option, data deduplicated by CRUNCH for DPM can be stored on physical magnetic tape in deduplicated form, greatly reducing the number of tape cartridges required to protect critical data while simultaneously reducing Iron Mountain® transportation and storage costs.

"We have made significant enhancements to CRUNCH for DPM. Performing deduplication in-line eliminates the need for traditional DPM disk, while CRUNCH capacity expansion enables CRUNCH for DPM to retain a virtually unlimited number of recovery points. Finally, a native, Windows-based file view of DPM data simplifies and streamlines data recovery" says John Matze, CEO, BridgeSTOR, LLC. "The administrator or manager responsible for DPM operations now has the tools to tame DPM's voracious

storage appetite and retain an unlimited number of recovery points while making recovery processing simple and intuitive.”

CRUNCH for DPM is offered through a BridgeSTOR **Deduplication as a Service (DaaS)** subscription. Using DaaS, a user signs up for a period of time, receives value over that period and then, at the end of the subscription period determines whether or not to renew. If the customer decides not to renew they will always be able to recover data in CRUNCH. DaaS customers pay only for the services provided. Pricing is easy to understand because – unlike many other data protection products - there are no capacity or other variable charges. No CAPEX is required because BridgeSTOR’s DaaS is a pure OPEX offering.

CRUNCH for DPM annual subscription fees start at \$2,400.00 per virtual appliance. Contact BridgeSTOR sales for further detail.

BridgeSTOR, LLC

BridgeSTOR, LLC, headquartered in Poway, CA, near San Diego, is advancing the technology of data deduplication to bridge the gap between the data center and offsite storage. The company is extending the boundaries of data deduplication into virtual machine disaster recovery and archive, optimized virtual data transfer to the Cloud and the long-term retention of deduplicated data on magnetic tape.

BridgeSTOR makes virtual machine data protection, disaster recovery and data archive simple, affordable and accessible to businesses of all sizes. The company brings data deduplication to both Cloud storage and magnetic tape using on-premises Virtual Deduplication Appliances and the innovative “Deduplication as a Service” (DaaS) OPEX-only cost model to deliver a data protection experience that overcomes the limitations of traditional storage and networking. The company’s website is:

<http://www.bridgestor.com>

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