

## Reliability — Catch phrase or reality?



### Hot backups. Business continuity. Continuous data protection.

These and other buzzwords have been generated by the technology industry to get your attention. But what do these terms mean to you? To UltraBac Software, they are another way of explaining the goal at the center of our business: *Perfect uptime*. We invest the time and resources to offer solutions that ensure you have the fastest, most reliable access to your stored data, avoiding costly downtime waiting for failed machines to recover.

**Introducing Continuous Image Protection (CIP).** UltraBac Software is so excited about our new technology that aids in this goal, we're announcing CIP before its planned release. CIP is a form of *Continuous Data Protection (CDP)* with a new innovation: It automatically backs up each sector on a disk as it is changed, unlike standard image backups which run only on a periodic basis. With CIP, your image backup never stops — so a system can be brought back to a point-in-time, rather than restoring a static image that could be up to 23 hours old.

UltraBac Software's sole mission is data protection. So when we advertize *product reliability*, *innovative features and functions*, and *top-notch support* they are not simply catch phrases we use, but rather our commitment to you and your business.

**UltraBac — Innovative software from a reliable company.**

**25**  
YEARS

BACKUP AND DISASTER RECOVERY SOFTWARE FOR PEOPLE WHO MEAN BUSINESS > [WWW.ULTRABAC.COM](http://WWW.ULTRABAC.COM)