

WICK HILL NOW PROVIDING BARRACUDA NETWORKS' NEW LOCAL AND OFFSITE DATA BACKUP SOLUTION

Now you can forget tape and all the hassle with an affordable Barracuda Networks' storage solution that is so much easier to use and increases productivity.

Woking, Surrey: 17th November, 09 - Wick Hill is now delivering the Barracuda Backup Service, an affordable, integrated local and offsite data backup solution for any size or type of business, which combines the Barracuda Backup Server for rapid restoration on the local network with the Barracuda Backup Service, a secure cloud-based back-up service hosted by two data centres in the UK.

Ian Kilpatrick, chairman of leading VAD Wick Hill, commented: "Barracuda Backup Service is a tried and tested low-cost solution to the time-consuming manual process of tape back-up. As the most common failure of tape back-ups is human error, this fact alone makes it attractive. Barracuda's solution also overcomes another common failure in tape back-up, which is the tape itself. The many other advantages of Barracuda's system make it the ideal solution for many organisations and an excellent solution for our VARs to provide to their customers."

Complete Data Backup Solution

The Barracuda Backup Service provides a complete and affordable SME/SMB data backup solution from a single vendor. It can back up data directly from nearly all operating systems and comes included with backup software to natively provide application backups of Microsoft Exchange, Microsoft SQL Server and Windows System State.

The combination of inclusive backup software, integrated local storage, data de-duplication technology, and offsite cloud-based storage, found in the Barracuda Backup Service, leads to significantly simplified deployment and cost savings for customers.

"Customers in Europe, particularly those in the mid-market, have trended toward on-site solutions for data backup and recovery primarily due to security and privacy concerns," said Carla Arend, program manager, IDC European Storage Software and Services Research.

"Barracuda Networks' approach in combining a server on site for fast restore of data locally as well as replicating data offsite should serve this market, as well as larger enterprise customers, very well because it has a very reasonable pricepoint and is backed by strong security for data protection."

"The Barracuda Backup Service offers Europe's SMBs and SMEs access to enterprise-class data protection and disaster recovery at a fraction of the traditional cost," said Michael Hughes, Barracuda Networks vice president of channels, EMEA.

"Simple to use and occupying up to 1/50th of the normal backup storage footprint, customers are welcoming the Barracuda Backup Service for its convenience as much as for its exceptional value."

The Barracuda Backup Service safely maintains backup data offsite using efficient and secure data transfers to offsite data centres and provides industry-leading policy management for data retention. Replication techniques in the Barracuda Backup Service benefit from advanced data de-duplication technology designed by Barracuda Networks to conserve bandwidth and reduce storage requirements. Capabilities of the Barracuda Backup Service include:

* Automatic Backups.

Administrators set schedules to run backups throughout the day, eliminating many risks associated with manual backup techniques.

* Included Backup Software.

The Barracuda Backup Service provides all of the backup software most businesses require, including native backups of Microsoft Exchange and SQL Servers and

* Windows System State

Full Local Backup and Restore. The Barracuda Backup Server offers sufficient storage for a complete copy of an

organization's current and historical data. Administrators can restore data directly from the Barracuda Backup Server at fast speeds.

*** Secure, Cloud-based Offsite Storage.**

Affordable cloud-based storage provides an offsite data backup for disaster recovery. Multiple layers of encryption, including AES 256-bit, protect the integrity of data transferred and stored offsite at two data centres on highly redundant disk-based hardware with the Barracuda Backup Service.

*** Data De-Duplication.**

The Barracuda Backup Service reduces the storage and transfer requirements for backups by analyzing each file at the bit level and only copying, transferring and archiving new bit sequences. This advanced de-duplication technology is applied within a single file's revision history as well as across the entire backup volume.

*** Multiple Location Centralized Management.**

The Barracuda Backup Service allows for the management of backup infrastructure across multiple remote locations from a single administration login. Service alert notifications are automatically sent to administrators.

*** Regulatory Compliance.**

The Barracuda Backup Service encompasses the security requirements to cover a wide range of industry-specific regulations.

The Barracuda Backup Service user interface makes it easy to manage and back up data on the Barracuda Backup Server and to schedule reoccurring offsite data backups to the cloud. In addition, Barracuda Central, an advanced operations centre, provisions and monitors the health of the Barracuda Backup Service and provides 24x7 technical support and emergency restoration assistance in the event of disaster or local backup system failure.

Pricing and Availability

Barracuda Backup Service is available now from Wick Hill resellers. Pricing includes a one-time hardware fee for the Barracuda Backup Server and a monthly subscription to the Barracuda Backup Service plans. Barracuda Backup Server pricing starts at £899 depending on model and Barracuda Backup Service plans vary according to how much storage is needed.

Case Study

UK-based FitFlop, a global health and well-being footwear brand, was introduced to the Barracuda Backup Service via Ventrus, a trusted local Barracuda Networks reseller. FitFlop selected the Barracuda Backup Service for its relatively low start-up and running costs and its ability to provide an immediate response in an emergency.

"The Barracuda Backup Service was ideal for a fast growing company like us," said Simon O'Sullivan, head of IT for FitFlop. "No other cloud-based storage solution came close to matching Barracuda Networks for its tiny footprint, granularity of control and incredibly simple licensing model."

About Wick Hill

Established in 1976, value added distributor Wick Hill specialises in secure infrastructure solutions. The company sources and delivers best-of-breed, easy-to-use solutions through its channel partners, with a portfolio that covers security, performance, access, networking, unified communications and hosted solutions.

Wick Hill is part of the Wick Hill Group, based in Woking, Surrey with sister offices in Hamburg. Wick Hill is particularly focused on providing a wide range of value added support for its channel partners. This includes a strong lead generation and conversion programme, technical and consultancy support for reseller partners in every stage of the sales process, and extensive training facilities.

About Barracuda Networks Inc.

Barracuda Networks Inc. built its reputation as the worldwide leader in content security appliances by offering easy to use and affordable products that protect organizations from email, Web and IM threats. Barracuda Networks has leveraged its success in the security market to offer networking products that improve application

delivery and network access as well as world-class solutions for message archiving, backup and data protection. More than 85,000 organizations protecting their networks with Barracuda Networks' solutions. Barracuda Networks' success is due to its ability to deliver easy to use, comprehensive solutions that solve the most serious issues facing customer networks without unnecessary add-ons, maintenance, lengthy installations or per user license fees. Barracuda Networks is privately held with its headquarters in Campbell, Calif. For more information, please visit www.barracudanetworks.com.

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