

## **Neverfail solutions cost less than other high availability solutions today and tomorrow.**

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Neverfail's unique true pair technology and products are designed to not only reduce the costs of traditional high availability solutions, but their complexities, too, eliminating the up-front planning and ongoing management costs of dedicated or outsourced IT personnel.

### **Neverfail SCOPE**

Often, a high availability solution such as replication or clustering software is purchased to act as a safety net for an unstable primary server. Because these high availability solutions don't address the underlying causes for server slowdowns or failures, the server remains unreliable. Neverfail is the only company to address one of the most critical parts of the high availability solution— reliability — with a Server Check Optimization Performance Evaluation (SCOPE). Neverfail SCOPE utilizes advanced, automated tools that provide detailed information about the current running state of the entire server environment and recommendations for establishing a sound system configuration and thus, long-term reliability.

### **Neverfail Heartbeat**

Serving as the core resilience technology that powers all of our application availability and disaster recovery solutions for the Microsoft technology platform, Neverfail Heartbeat is a cluster-class solution that proactively monitors the entire server environment, protects all data, and provides seamless switchover, failover and switchback in the event of a failure. Neverfail Heartbeat replicates data in real-time from an active to a passive server over either a LAN or WAN environment.

### **Neverfail for Exchange, SQL and File Servers, IIS and SharePoint**

Whether seeking resilience for applications such as Microsoft Exchange, SQL and File Servers, IIS or SharePoint, Neverfail proactively monitors the entire application environment, and dynamically corrects potential problems before they cause downtime. Neverfail ensures rapid and fully automated application recovery regardless of the nature of the failure, so that the end-user can stay continuously connected to the live application.

### **Neverfail Application Module eXtensions**

Achieving complete application protection involves more than safeguarding the primary application. For instance, a Microsoft Exchange server requires auxiliary components such as anti-virus software, backup, fax, anti-spam, etc. to operate fully. In fact, all critical aspects of each individual software program must be protected to deliver the fully operational application. With other offerings, application protection is typically addressed by an onsite consultant providing custom-tailored scripts for a specific server, with no consideration of future upgrades to the operating system, software, or even the high availability application. Neverfail's Application Module eXtension (AMX) technology provides an application program interface to quickly and easily generate extensions that are fully proven to work together to protect auxiliary applications. Developed by Neverfail and our development partners, Neverfail AMXs result in a fully documented, extremely affordable and easily accessible library of extension modules for any Microsoft-based application.

### **Neverfail Low Bandwidth Module**

The cost of bandwidth can often be prohibitive when implementing site protection for disaster recovery. The Neverfail Low Bandwidth Module (LBM) enables companies to reduce the bandwidth usage between the primary and secondary server. Neverfail's LBM not only reduces network costs significantly by reducing data transmission volume, it increases productivity by delivering maximum data throughput and improving application response times on congested WAN links.

## **If your server went down one minute from now, how much would it cost your company in lost productivity and profitability? With Neverfail, you'll never have to know.**

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How much would it cost your company if a critical business application such as Microsoft Exchange, or a SQL Server-based application such as Sales Automation, or Help Desk became inaccessible for several hours? You could quantify the costs of the IT resources necessary to maintain the server environment and perform the disaster recovery. However, losses in employee productivity, profitability, missed sales opportunities and the damage to customer confidence are immeasurable.



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automatic failover

change

sql server

server consolidation

disaster recovery

file server

application availability

server migration

war

sharepoint

***neverfail***<sup>TM</sup>

Delivering immediate and non-disruptive failover to keep users continuously connected to working applications.

A number of companies talk **high availability, but only** Neverfail delivers an **affordable, easy to install and simple to maintain solution.**

"We researched the market thoroughly and after looking at competitive offerings decided on Neverfail's high-availability and disaster recovery solution. Neverfail ensures us complete business continuity at a price point that is compelling to any small to mid-size organization."

Becky Leal,  
VP and Manager of IT,  
Kanaly Trust Co.

"We rely on Exchange to communicate with our Managed Security clients. If our email is down, we risk our reputation as a trusted network security hosting provider. We chose Neverfail for Exchange because it's the most comprehensive, yet affordable, software I've seen to ensure availability of an Exchange server."

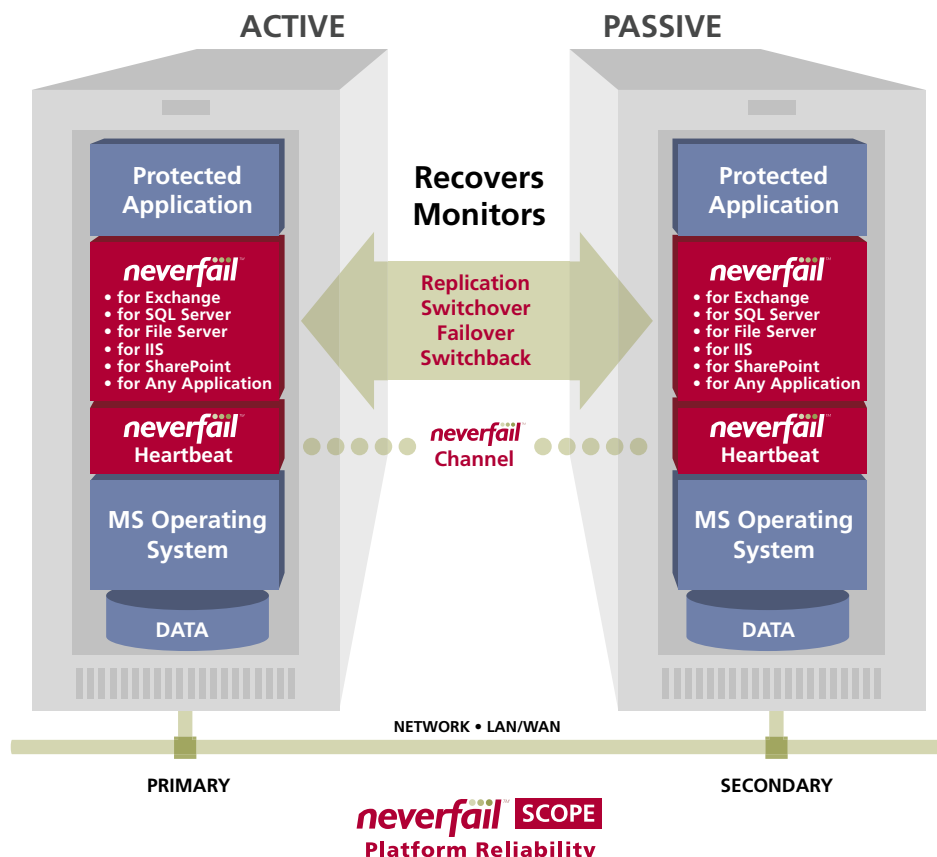
Tom Neclerio,  
Vice President,  
Security Field Services  
Guarded Networks.

**Without a sound and stable system environment, true high availability can never be achieved.**

Today, every company recognizes the downsides of downtime: significant productivity and profitability losses, but until now, businesses had limited choices among solutions that protect against downtime, either because of their cost or their complexity.

Traditional data replication is affordable, but only offers access to a real-time copy of the data in the event of a failure and doesn't address availability factors necessary for keeping the user connected to the application. Traditional clustering technologies offer high availability, but are too expensive and complex to install and manage, particularly over a WAN.

Both replication and clustering solutions also miss a key component in achieving true high availability: establishing and maintaining a sound and reliable system configuration on which to operate.



Neverfail's unique true pair technology and products are designed to not only reduce the costs of traditional high availability solutions, but their complexities, too, eliminating the up-front planning and ongoing management costs of dedicated or outsourced IT personnel. Neverfail takes a holistic approach to application availability and data protection for the Microsoft® technology platform that keeps the user continuously connected to business critical applications, no matter whether the failure occurs in the operating system, a hardware component, a software application, or somewhere within the network.


No matter where a failure occurs, Neverfail's **high availability solution** keeps users **continuously connected** to working applications.

**Only Neverfail delivers both reliability and resilience: the two key components for achieving true high availability.**

Neverfail is the only company that offers an application availability solution for the Microsoft® technology platform that addresses the two key factors necessary for achieving true high availability — reliability and resilience.

**Reliability** requires identification of foreseeable and predictable problems within a system environment and then enables proactive measures to be taken. Achieving reliability requires complete system and configuration analysis and the application of Best Practice methodologies to establish and maintain a sound server environment.

**Resilience** enables a rapid and absolute recovery from unforeseeable and unpredictable problems within a system environment. Achieving resilience requires fully automated, comprehensive data and site protection, 24/7 application and network availability and server failover/switchover in the event of a potential failure.



Neverfail Heartbeat is the core technology that powers all of Neverfail's software products for the Microsoft technology platform. Neverfail Heartbeat's "cluster-class" solution replicates data from an active server to a passive server in either a LAN or WAN environment to protect Microsoft applications against a wide range of potential failures. In severe cases, should the active server fail, the passive server can assume the full identity of the active server and take over all processing. Neverfail Heartbeat's switch-over feature is an automatic, seamless process to ensure continuous application availability and is completely invisible to the end user.

**Neverfail's unique solution is very affordable, easy to install and simple to maintain.**

Only Neverfail takes the holistic approach of addressing reliability and resilience to achieve true high availability with products that are designed to keep the user continuously connected to a working application, no matter whether the failure occurs in the operating system, a hardware component, a software application, or somewhere within the network. Best of all, Neverfail products are very affordable, extremely simple to install and easy to maintain.

Neverfail's unique solution starts with automated data collection and analysis tools designed to help you build a reliable system configuration with minimal time and effort. Then, establishing a resilient solution no longer requires typical investments necessary for traditional clustering solutions: expensive, fault-tolerant hardware or shared storage configurations and the infrastructure that comes with them.

Neverfail simply adds a similar or dissimilar server to connect with the existing server; creating a resilient solution that is easy to afford, easy to install and simple to manage. Neverfail's innovative cloning technology establishes a true pair of servers — an active and a passive server — that enables both automated and manual switchovers between the pair with cluster-class performance.

"We researched the market and looked at a number of US and UK offerings, but the only one that provided what we were looking for was Neverfail for Exchange. Put simply, it is the only solution that can perform true server replication."

Dave Millard,  
Group Technical  
Services Manager,  
Rosebys.

"After thoroughly reviewing the market for high availability solutions, we decided that the Neverfail solution is the most comprehensive, and one that will ensure our systems stay up and available."

Shaun Roberts,  
Senior IT Manager,  
Jersey Financial Services  
Commission.