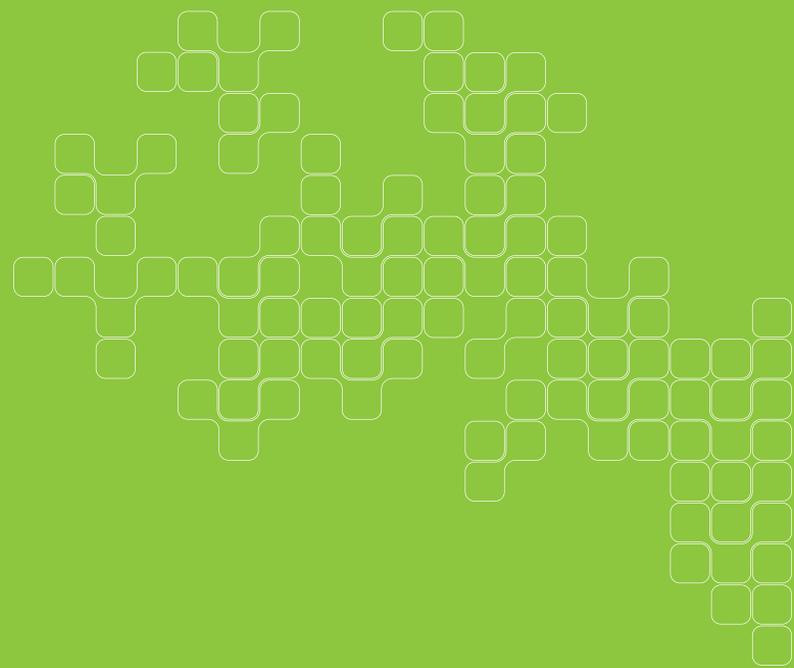# :: mozy

POWER YOUR BUSINESS WITH MOZY

Develop and manage your own Cloud back-up, access and sync solution with the industry leader.

MEET MOZY

Innovative cloud-based backup and file access as value-added services for customers delivered under your own brand.

Mozy, the most trusted provider of data protection and availability services, can save your customers time and money with simple, secure and affordable backup, mobile access, and sync solutions for computers and servers. Deliver innovative and in-demand services to differentiate existing product portfolios, enhance your brand and deepen customer relationships.

WHY MOZY?

3 MILLION+
Customers

80,000+
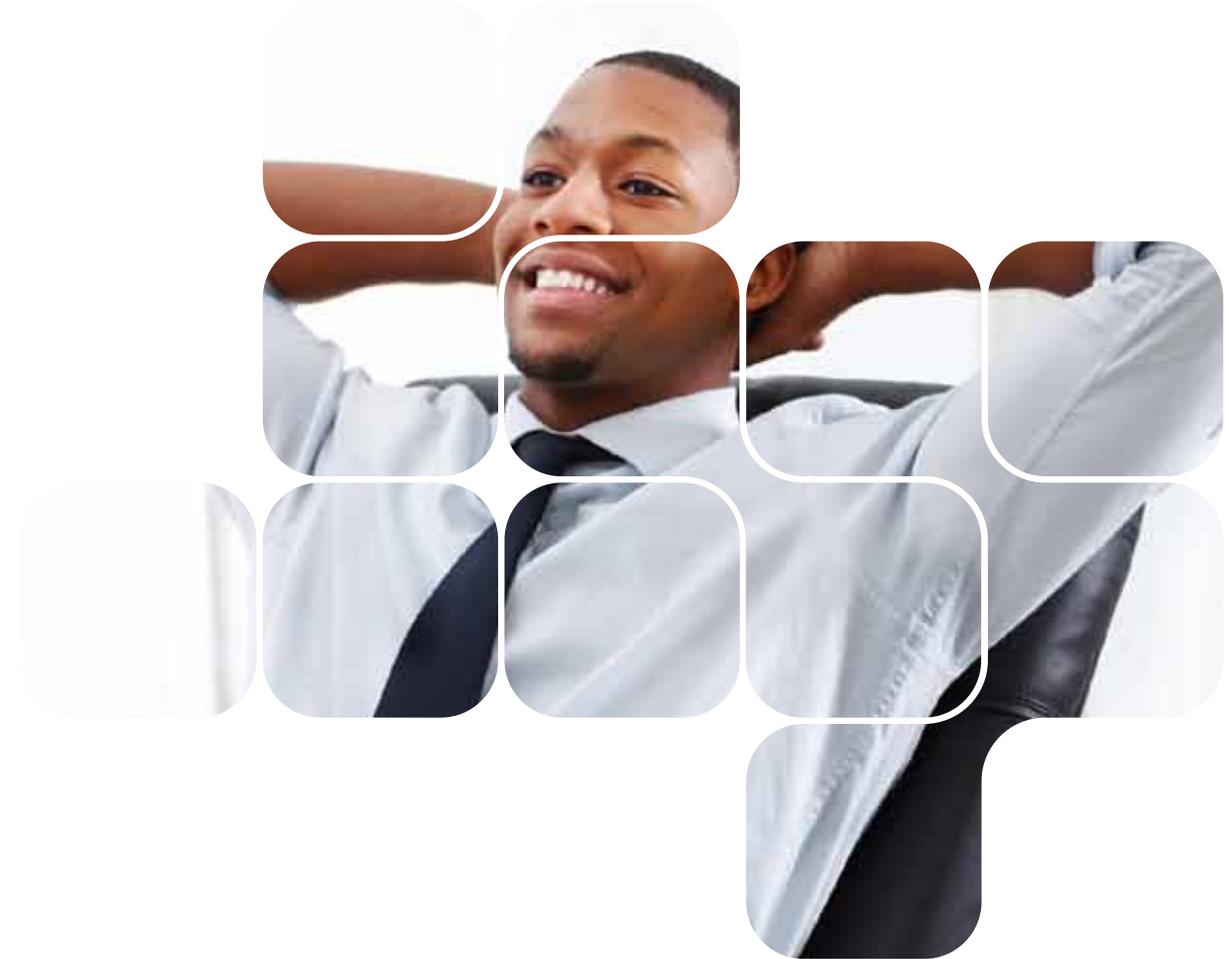**Businesses using Mozy for their daily backup**

90+ PETABYTES
Online backup space under management

A part of EMC, Mozy is positioned to offer a solution that is unique in the market.

✓ Proven ability to activate and monetize a subscription service

✓ Advanced feature-set that truly makes information protection across applications, devices and networks simple

✓ Ability to operate at a multi-petabyte scale with a global footprint

✓ Designed from the outset to enable partner deployments

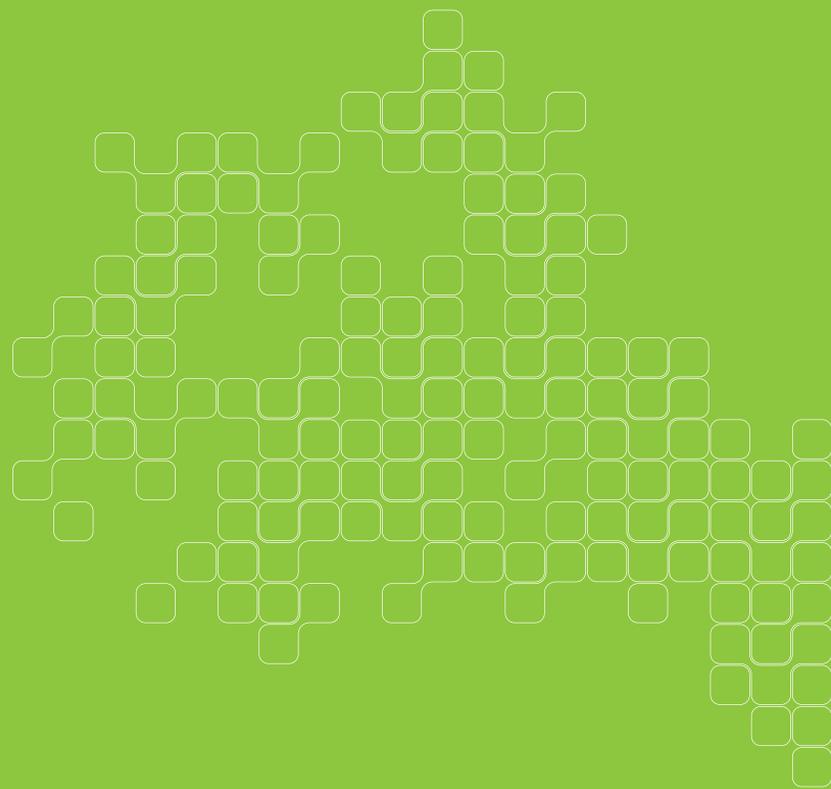✓ Long-term player with extensive roadmap

World class backup

Acquired by EMC in 2007, Mozy has the financial backing of the world's leading data storage company. You'll never need to worry about the integrity of your customer's data. With the highest levels of security, you'll know company information is safe and managed in accordance with industry best practices. Mozy uses 448-bit Blowfish encryption to protect your files on your machine and during storage in our data centers, and SSL encryption during transfer—the most comprehensive level of data encryption in the market. You can also personally manage your encryption key, which activates 256-bit AES encryption.

In the business of protecting customer data, Mozy has successfully completed a SSAE 16 audit and obtained an ISO 27001 certification for the entire Mozy business. By voluntarily submitting to these audits, Mozy shows its commitment to client information and its preparation to face the growing threats to digital information. With Mozy, information has never been more secure.

ENCRYPTION IS THE KEY

ACCESS AND SYNC

YOUR USER INFORMATION EVERYWHERE

Go beyond backup and make your customer's information truly accessible from anywhere. Offer an in-demand service experiencing phenomenal growth and customer engagement.

File access

Allow your customers to get access to their backed up information from any Internet browser. They can view files and download them to any machine for quick and easy access at home, at work or on the go.

Mobile access

Enable customers to securely access their protected files through the mobile app. Compatible with all iOS and Android-enabled devices, you can now view and even send files as an email attachment directly from your backup to co-workers or family members. View thumbnails of backed up photos and download the full file for those photos or files that you need access to right away. Customers can use the native Mozy app already available in the Apple and Android stores or we can help you brand your own mobile app for added market impact. *(Partner is responsible for listing the app in the respective app stores.)*

Administrative control

Grant permissions and manage service features for your organization directly from the Admin Console. You can also delegate these functions and features to your own customers or channel partners as appropriate.

File Sync with real-time updating

With Mozy Stash, Mozy introduces a file synchronization feature that provides a simple way to replicate your most active information across each device you use. As you soon as you place a file in your local Stash folder, it quickly becomes available online and across your synchronized devices.

Device independent access

Completely integrated into the Mozy mobile app, even when you're away from your computer, you can still access your Stash through the app or any Internet browser.
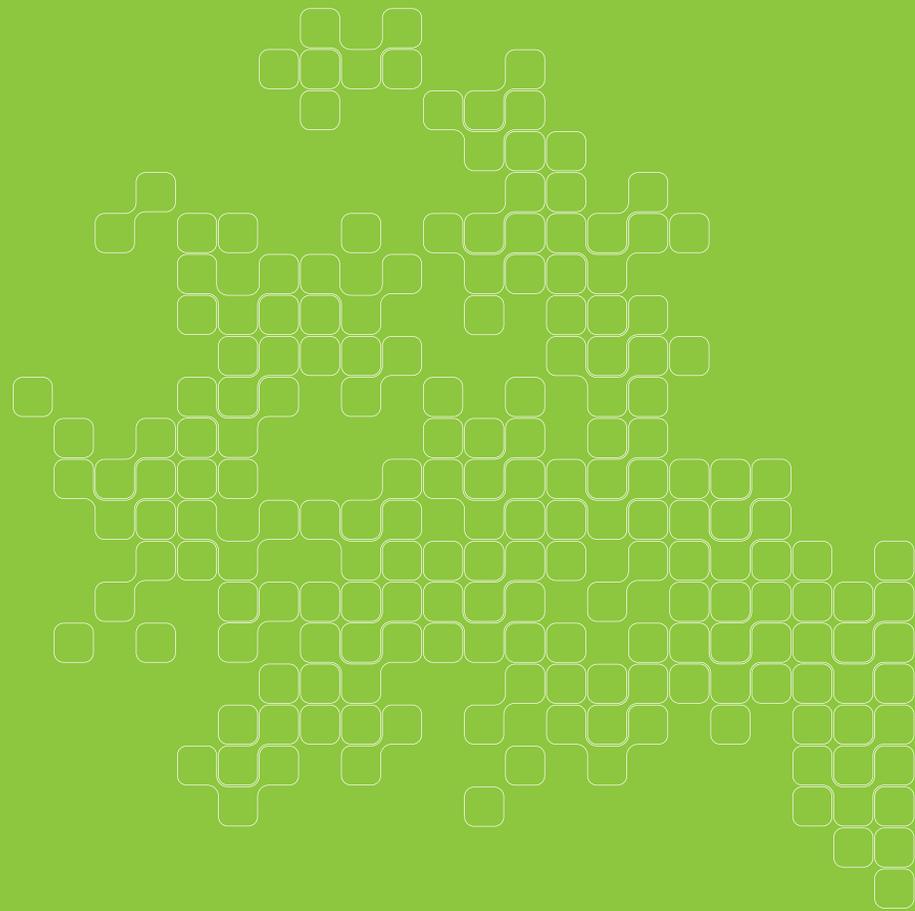
Key features of Mozy backup

- Customizable
- Certified data centers
- Easy account management
- 30-days of every file version
- Automatic or scheduled backups
- Multiple restore options
- Incremental backups
- Server backup
- Intuitive Interface
- File sync with the power of Mozy Stash
- Multi-platform support
- Backup, access and sync integrated in one offering
- File encryption
- Local backup with 2xProtect
- File access from any browser, iOS or Android device
- Admin console for ultimate account control

MOZY STASH

Complete data access

Working together with online backup, Stash makes all of your files available to you from anywhere-even those that aren't synced in your Stash folder. If you forget to put a file in your Stash, Mozy online backup ensures that it's still backed up and available through a browser or through the mobile app. After all, your information should be as mobile as you are.
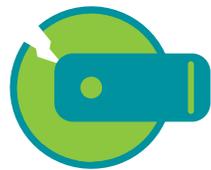
THE CASE FOR ONLINE BACKUP AND ACCESS

It's critical that your customer's data and information be saved in safe place.

Digital Information is Growing

Digital content is growing at an exponential rate. With photos, videos, music and important documents available in a digital format, more important pieces of our lives and businesses reside on our computers.

Hardware fails

According to a recent study, the average hard drive will fail in its third year of service. When this happens, all of your information stored on the hard drive goes with it. When it comes to the hardware you're using, it's not a matter of if, but when.

Virus infection

Any user is at risk of contracting a virus that can render your computer inoperable or compromise the information on your system.

Theft or loss

As an example, during the past six months, more than 13,000 electronic devices, including laptops and smartphones, were left in taxicabs in the San Francisco and Washington DC areas. Valuable data on these devices is now irretrievable or lost forever.

Other methods of backup can be ineffective

According to a recent study by Gartner, 50% of all tape backups fail to restore. Not only is it a manual, time-consuming and expensive process, but also fails to work half the time.

The Market for Backup is Growing

According to market analysts, not only is digital information growing, but the need for cloud-based PC and Server backup to manage and protect that digital information is growing as well. Adding a cloud backup and access component to your solution set ensures that you are aligned to grow along with the market.

Global 2000 enterprises
More than 19,999
employees

Very large enterprises
5,000 to 19,999
employees

1
· Online PC backup for PC at HQs and remote offices
· Online server backup of file servers and small application and database servers at remote offices

Large enterprises
2,500 to 4,999
employees

Large enterprises
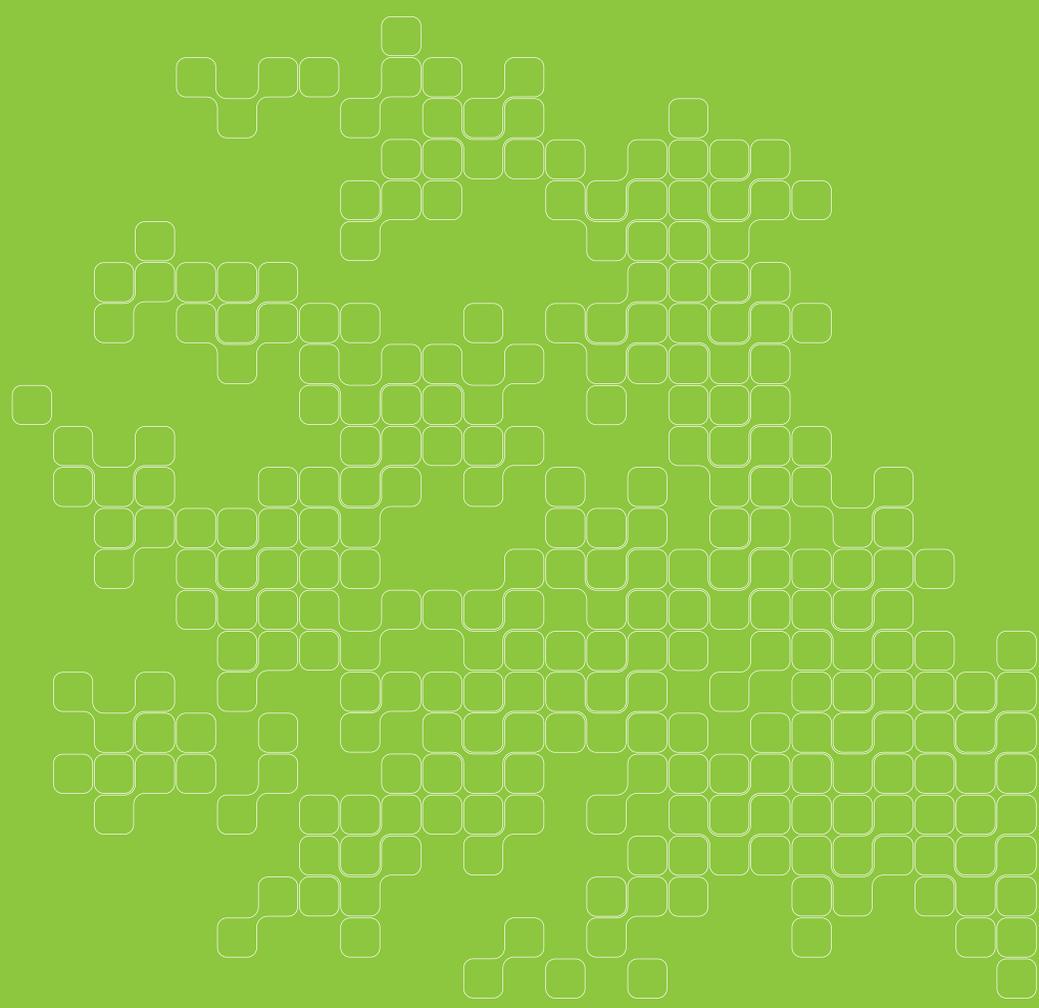## 1,000 to 2,499
employees

2
· Online PC backup
· Online server backup using hybrid approach
(backup locally to disk, vault second copy to vendor)

Small/medium sized businesses
Less than 1,000
employees

3
· Online PC backup
· Online server backup

PARTNERING WITH MOZY

Partnering with the industry leader allows you to offer a solution that your customers need while enhancing your bottom line.

Offering online backup provides a value-added solution that will enable you to differentiate yourself competitively, become a more trusted advisor and allow you to implement a data protection solution that every one of your customers needs, while allowing them to access information from wherever they need it.

THE BENEFITS

New revenue stream
Mozy revenue share arrangements allow you to drive income with little direct cost, while the Mozy subscription model allows you to create incremental revenue growth through an annuity business.

Industry-leading feature set
The leader in backup, Mozy now offers a full complement of access and sync features to protect and make your data do more.

Increase ARPU
Adding an online backup and access component allows you to cross sell and upsell to new and existing customers and increase your average revenue per user over time.

Differentiation
Innovate by offering a forward thinking solution, while you develop an additional focus beyond your core product set.

Develop brand image
Leverage the current market momentum towards "cloud" computing while adding a true value-added service with the power of a known brand providing the back-end service.

Deepen customer relationships
Increase your relationship with your customers by introducing a product that's easily bundled with existing services and can seamlessly integrate with your solution set.

Easily brand-able
Sell backup, access or sync with your distinct brand or by leveraging Mozy's brand equity through a co-branding arrangement.

Increase customer retention
Customers that back up their data online are less likely to use a competing method of backup once their data has been uploaded.

Service quality
Mozy's service is globally available, high quality and able to scale to support thousands of users.

Managing customer experience
Mozy offers full branding capabilities and robust API integration allowing for greater customization.

Security management
With data center and software certification, the Mozy backup solution gives peace of mind that customer information is securely stored off-site, ready to be restored when needed.

Revenue management
Bill your customers directly with your existing system and build a customized package that makes sense for your individual users.
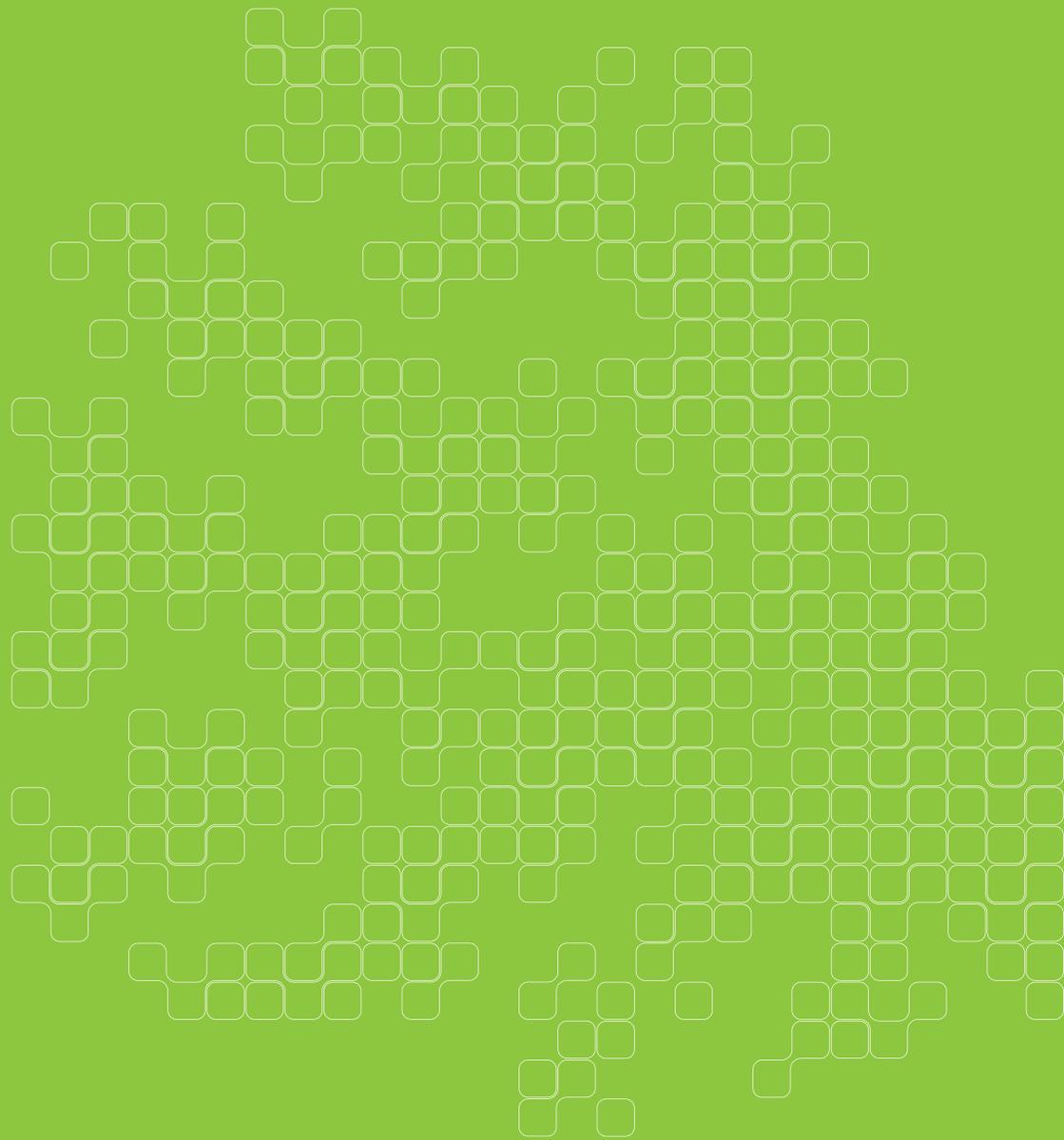
Management
With the Mozy admin console, you'll be able to manage user groups, create sub users, manage backups, view reports and administer one to thousands of users.

Dedicated resources
The Mozy team will help you earn success in the marketplace with a dedicated account manager, technical implementation and marketing support from pre-launch through the life of the product.

How Mozy Assists to Deliver Value-Added Services

WHO'S ONBOARD

Mozy has been able to provide safe & secure backup for a long list of notable businesses in various industries, helping them enhance their customer relations.

Partner Success

One of the leading financial services organizations in the UK launched as a Mozy OEM partner in April 2010. This organization is now able to offer a value-added service to hundreds of thousands of business account holders. The range of value-added services it provides to its SMB banking customers not only creates a new digital channel for increased revenue per account holder, but also helps to differentiate its service from other high street banks in this very competitive but lucrative sector. This differentiation is recognized by customers and market commentators and helps this Mozy partner to drive market share.

Providing an online backup solution also helps this organization protect its loans and investments in SMB ventures in the event of critical data loss. Gartner and IDC indicate that over 70% of small businesses that suffer a critical data loss actually go out of business within two years if they are not able to recover the data. Furthermore, providing customer data backup drives overall customer retention.

VALUED PARTNERS

Time Warner Cable®

McAfee®

Comcast.

COX

avast!

INTERMEDIA

lenovo

iTOK i

|| Parallels

PlumChoice®

Telstra

vodafone

PACNET

Cbeyond communications

belgacom

Why They Partnered With Mozy

Working with Mozy, these partners are able to:

1 Protect their single most valuable asset—their brand. They can offer a leading solution with a strong brand that lets their customers know that you're taking their data needs seriously.
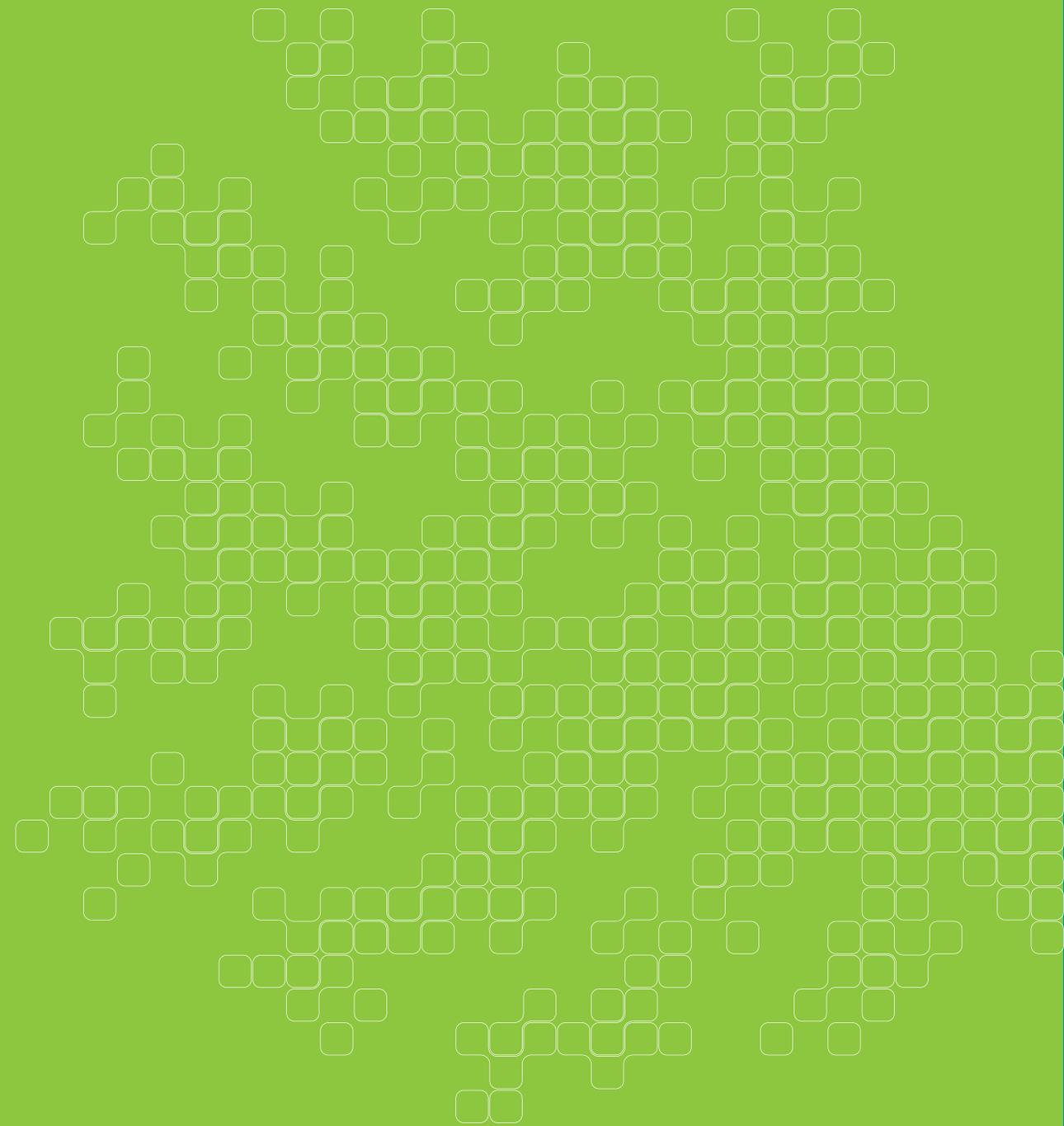
2 Integrate with existing partner solutions – Providing an easily brand-able solution that is integrated into partner billing systems, means you can continue to offer core services alongside value-added services through your existing mechanism.

3 Control upgrades and client versions - Update the solution on your schedule, introducing features and functionality when you deem it necessary, not when we do.

4 Product, packaging and commercial arrangements are customized for each partner based on individual partner requirements, not specified by Mozy.

BUILD YOUR OWN BACKUP BRAND

Mozy's experience and partner-ready solutions can help you quickly build a recurring revenue stream on the foundation of your own backup brand.

Mozy's Solution + Your Brand =
A Trusted Product to Build Recurring Revenue for Your Business

Leverage Mozy's partner-ready solutions to build your brand and offer

services your customers need. Partnering with Mozy allows partners

to offer a customized, brand-able, public cloud-based service that

avoids massive capital expense, has a proven set of billing, provisioning

and account management APIs as well as the most comprehensive

Administration console that allows partners to operate the service

as if it were their own.

The Tools to Build Your Business

Complete control
- Admin console allows partners to control all aspects of the backup service
- Add, view, group, manage and delete users
- Customize Mozy client configurations and versions
- Manage client software and website branding customization
- Access graphs, reports and service announcements
- Manage and monitor user file restorations
- Support users and access training
- Over 70 other admin capabilities

Recurring revenue
- Subscription model provides years of on-going revenue from one sale
- Quick time-to-market so you can serve customers right away
- Customizable solutions for your clients
- Go-to-market with your own branded backup solution
- Integrate into existing product catalog
- Easily sell to existing customers

1-on-1 OEM Support
- Dedicated partner team ensures your success
- 1-on-1 account management for questions, issues or further training
- Customized technical integration allows you to include backup with other core products
- Individual marketing support and go-to-market planning
- Product training for employees, departments or internal groups
- On-going product support for the most current and feature-rich product

Powerful APIs
- Compatible with the Application Packaging Standard (APS) for simple integration to the Parallels cloud brokerage platform
- Automated provisioning
- User administration

Back up your customers while Mozy's proven solution backs up your brand.

Contact the Mozy Partner team today to start offering your own branded backup solution at **oempartners@mozy.com**

Let us show you

The Mozy OEM Global Partner Team would be delighted to leverage our collective knowledge to help you evaluate and develop these market offerings. We have key experience in integrating, launching, marketing and successfully monetizing remote back-up and access services across all continents, in many industries and with over 70 current OEM partners.

1 Mozy can provide a demonstration of the solution to key stakeholders within your organization.

2 A marketing workshop to be presented on-site to evaluate the opportunity for value-added services and online backup interest within your client base.

3 Pilot / proof-of-concept can then be executed, allowing you to fully evaluate the Mozy service.

Once you decide that Mozy is the right partner for you, we can develop a contractual agreement that will be beneficial to both parties, get started on implementing the product within your existing feature set and help you to effectively market the solution with both internal and external audiences.

Get started

Contact the Mozy partner team for more information or to get started in offering online backup as a value-added service.

	Contact the Partner Team
Email us	**oempartners@mozy.com**
Visit us	**mozy.com/oempartners**
We look forward to working with you!	

US *Tina Ciranni* **770-309-3356**
UK *Simon Kingston* **+44 (0) 7825 731450**

mozy.com/partners

Seattle, WA Headquarters
World Trade Center East 2211 Elliott Ave., Suite 300
Seattle, WA 98121
United States
p: 206-336-7700 *f:* 206-441-4551

Pleasant Grove, UT Office
2162 W. Grove Parkway, Suite 200
Pleasant Grove, UT 84062
United States
p: 801-756-2331 *f:* 801-443-1801

London, UK Office
EMC Tower Great West Rd
Brentford, Middx TW8 9AN
London, UK

Shanghai, China Office
2F, KIC Plaza, No. 252, Songhu Road
Shanghai, China 200433

Cork, Ireland Office
Parnell House, Barrack Square, Main Street,
Ballincollig, Co. Cork, Ireland