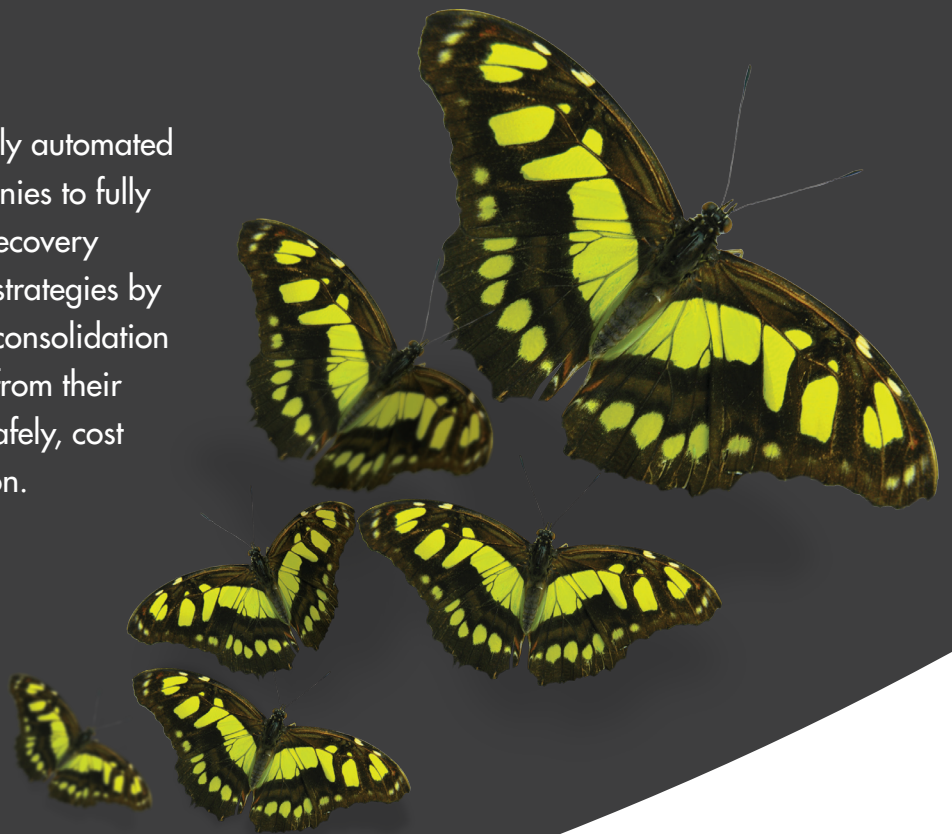




Butterfly® is an innovative, totally automated application that enables companies to fully realise their data backup and recovery cost, risk and energy reducing strategies by facilitating completely flawless consolidation of all historic compliance data from their legacy environments; quickly, safely, cost effectively and without disruption.



## BUTTERFLY KEY BENEFITS:

- Visualise the size and complexity of your current backup and recovery environment
- Real empirical performance and risk information across all your platforms compared using unique Butterfly Metrics™
- Investigate and compare strategic migration options
- Consolidate all your infrastructure and data onto your strategic platform with confidence
- Clean and optimise your historic data files
- Safe, secure, cost effective migration solution
- Zero impact on your live production host environment
- Fully scalable no matter how complex your legacy environment
- Decommission all your outdated infrastructure
- Enjoy all the benefits of total compliance, less risk, fewer costs and a greener consolidated backup and recovery solution

The answer has arrived. The world's first automated software solution to the universal problem of migrating historic backup data from outdated legacy systems is here.

Butterfly will free you from the cost and risk of maintaining your mothballed backup and recovery infrastructures, allowing your organisation to consolidate all of your current and historic critical data onto your most efficient and effective strategic solution.

At last you will realise the full potential of your backup solution investments, ensuring legal compliance whilst avoiding wasted man hours and costs associated with legacy lock-in and considerably reducing your company's carbon footprint.

What's more, Butterfly handles your historic data migrations with swift precision and control, eliminating risk of information loss and streamlining your data files into their most efficient formats, and all without disruption to your live production host environment.

The search is over.

Safe, secure, cost effective backup migration.

Butterfly has landed.

## The problem

The ever increasing demands on data backup and recovery infrastructures are enormous. Keeping up with ever more complex legislative and corporate data requirements of modern business enterprise is a constant battle to stay ahead of the game.

The hardware and software advances to keep up with exponential demand are certainly available for making the infrastructure improvements necessary – but what about all that historic data you've already collected or bought in across your enterprise, some of which you are legally obliged to hold for up to seventy years?

How do you collect, sort and transfer all that disparate information stored in those legacy environments where the data lifecycle has far outgrown that of the system it resides in?

The problem is that the manual migration efforts introduce unacceptable levels of cost and risk to most organisations.

The result is most, if not all, companies are trapped in an undesirable state – hindered by the cost and risk associated with consolidating the historic compliance data onto their most effective solutions yet responsible for maintaining such data should it ever be needed.

The old systems become mothballed, no longer receiving data in but simply acting as a record retrieval system.

Thousands of organisations are wide open to risk of total compliance failure, in addition to wasting resources storing data on outdated, inefficient and often completely unsupported formats.

## The solution - realise your full potential with Butterfly

### The outcome

For the first time, the strategic adoption of a modern backup and recovery solution can be fully realised across the entire enterprise, not just from the installation date forward.

All legacy data, stored in inefficient and energy wasting environments, can be transferred safely and effectively onto the new efficient solution, and the old storage backups decommissioned.

Immediately the company's exposure to compliance risk and heavy maintenance costs are removed, leaving the organisation fit to tackle the continuous pressures of future data backup requirements with confidence, in a greener, efficient and cost effective manner.

The question isn't why you should be using Butterfly to consolidate all your backup and recovery data, but when?



Butterfly directly addresses the problems of historic data consolidation through highly sophisticated automation. It has been specifically designed and developed to tackle the cost and risk factors associated with migration, and in addition allow the added benefits of streamlining and cleaning the data as the transfer completes.

Developed through years of experience in the backup and recovery markets, Butterfly consists of two main components.



### ANALYSIS ENGINE

Firstly, the Butterfly Analysis Engine™ gives you a complete view of your current environment. All the relevant information and indicators, not just for data but for infrastructure, are collected, automatically tested and analysed by this powerful tool using unique Butterfly Metrics™. Butterfly Analysis Engine performs this operation smoothly and quickly, and presents the findings in an easily understood format that allows you to see and appreciate the business costs and exposure to risks in both the current and the proposed backup environments. Customers can then be confident that their migration decisions are based on real empirical evidence.

Previously, this kind of analysis would require months of manually intensive effort, typically delivering less accurate and insightful results.



### MIGRATION ENGINE

Secondly, the Butterfly Migration Engine™ prepares, configures and performs the automated data transfers. Adhering to strictly controlled protocols, Butterfly copies, cleans and places the relevant data into the new target environment format; safely, quickly and completely independently of the live backup production environment.

This unique and innovative solution finally delivers the reality of automated backup migration. For more detail on Butterfly's Analysis or Migration Engine, see the separate pdf's or visit [www.butterflysoftware.net](http://www.butterflysoftware.net)

