



Telstra Wholesale PC Data Protection gives small business a big business data backup solution

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Small and medium businesses can now benefit from the same secure, automatic online data protection as large corporations with the launch of Telstra Wholesale PC Data Protection [PCDP].

PC Data Protection is a leading product in the wholesale data backup market, providing a reliable, cost effective solution that offers protection from file corruption, data theft, destruction and accidental deletion.

Group Managing Director, Telstra Wholesale, Ms Deena Shiff, said today the new PC Data Protection product was a great addition to Telstra Wholesale's suite of value added Security Services that also included Wholesale Safe Internet and Anti-Spam and Anti-Virus products.

"The PC Data Protection application is distinctive as it combines a high-grade hardware platform with off-site data storage. Data is duplicated for extra protection and is stored at secure Telstra Data Centres in Sydney and Melbourne," Ms Shiff said.

Telstra Wholesale Head of Products and Marketing, Ms Lynette Elliott, said that while this method of off-site data backup had generally only previously been available to large businesses due to the costs and logistics involved, SMEs could now take advantage of the same high levels of security by using Telstra Wholesale's PC Data Protection.

"They can avoid using traditional backup methods such as CDs, floppies, USBs, zip and tape drives that could easily be corrupted, damaged or stolen. PC Data Protection is powered by Connected, a world leader in corporate data backup solutions," she said.

"This groundbreaking new wholesale product will benefit service providers such as ISPs, System Integrators and Managed Service Providers (MSPs)."

"PC Data Protection is a value-added solution that service providers could cost effectively combine with a broadband offering to strengthen customer loyalty, help reduce churn and generate higher revenue per subscriber."

"And the 'pay-as-you-go' monthly subscription model minimises the risks associated with capital outlay. ISPs can offer PC Data Protection as a value added solution to differentiate themselves and stand out in the market, while Systems Integrators and Managed Service Providers can include PCDP in their total service package."

TechOnline – the first MSP in Australia focused exclusively on delivering automated, remote computer management services to small business will be one of the first service providers to offer PC Data Protection. TechOnline worked with Telstra Wholesale to trial PCDP and found that it met their need for





a robust, automated backup service that was easy to deploy and manage, and was cost-effective for their subscribers to use.

Director, TechOnline, Mr Ian Bloomfield, said today: “Without PCDP, our managed service offering would be incomplete as data backup is a key component of what we deliver.”

“Our services are built around the management of computer risk and having an effective and price competitive backup solution is crucial to our success,” he said.

Telstra Wholesale continues to work closely with service providers and small businesses to understand end user requirements in order to develop more products and services that meet their needs.

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About TechOnline

TechOnline is a new and fully automated computer management service that responds to the computer risks faced by small businesses and professionals.

With a simple monthly subscription, the service delivers daily and automatically:

- * computer security*
- * 24 hour a day helpdesk*
- * backup of critical information.*

Small business owners can sleep easy, every night - knowing their business is safe because their computers are being professionally secured and managed.

