

## Changing the Face of Disaster Recovery

Axxana was founded by veterans of the data storage industry to address the number one challenge in data protection; recovering data with zero data loss over any distance. Axxana provides a compelling solution that industry analysts have said will change the face of Disaster Recovery.

The dependence of business on exponentially growing amounts of data, coupled with global warming and the increase in international terror, has firmly placed business continuity as a top priority for enterprises around the world. In today's business environment, the ability to quickly recover from a manmade or natural disaster without losing data, is not only critical to a business' survival but is now also being mandated by stringent regulations globally.

Axxana's disaster recovery solution is leading the new domain in Data Protection, Enterprise Data Recording (EDR). EDR combines aviation Flight Data Recorder (Black Box) expertise with newly developed technologies to address today's most pressing data protection challenges – data loss, distance between data centers and cost.



## Rising to the Challenge

Axxana, in close conjunction with some of the most prestigious names in the data storage industry, has risen to the challenge by developing the Axxana Phoenix System™. Existing solutions assume that all data must be safely transported to a secondary location prior to a disaster.

The Axxana Phoenix System™ enables organizations to utilize any asynchronous replication solution of their choice and send data to a remote location, while at the same time, protect a local synchronous copy of the most recent write operations in a new generation disaster proof storage device.

Designed to withstand a wide variety of extreme conditions, the Phoenix System™ protects the data through the course of the disaster. Data extraction is achieved either by physically connecting a laptop with an Axxana software component to the Black Box at the disaster site, or by the self sufficient Black Box transferring the data to the Secondary site using highly resilient cellular broadband technology.

*It is for the first time that I see a solution that enables a failover site at any distance with the ability to absolutely recover all transactions.*

Moshe Yanai, Executive chairman of XIV and an IBM Fellow

The Phoenix System™ overcomes some of the major deficiencies in today's data protection protocols by effectively transforming any asynchronous replication into a synchronous form, delivering a complete solution that guarantees zero data loss (RPO=0) over any distance, at no additional cost or in many cases decreased cost. It does this by leveraging the enterprise's existing storage infrastructure and, in many cases, enables the consolidation and elimination of redundant data centers. The Phoenix System™ has the potential to entirely change the way people and organizations view, plan, arrange and build their data centers, as well as applications layout and utilization.

Changes introduced by EDR at large, and Axxana in particular, span far beyond replication and data protection.

Axxana has been working together with EMC to explore the value of the Axxana Phoenix System™ in EMC environments. The result is the newly available Axxana Phoenix System™ RP, which works in conjunction with EMC's RecoverPoint.

## The Power of the Team

Axxana was co-founded by Dr. Alex Winokur, former CTO of XIV Information Systems (recently acquired by IBM) and senior manager at the IBM Haifa Research Lab, Israel.

Axxana's management team brings broad and multi-disciplinary experience from the security, hardware, data storage and software markets. The company's executives have held high-level managerial positions at Veon (Acquired by Philips), IBM, Radvision, and other leading companies, and have proven success records in the international arena. Complementing the management are experienced and professional technical teams who, together, constitute a creative, professional and motivated industry-leading force.

Serving enterprises around the world and working in close conjunction with some of the most prestigious names in the data storage industry, Axxana has introduced a solution that will alter the economics behind data protection and disaster recovery.

*Axxana's Phoenix System is one of the more interesting innovations to emerge in disaster recovery in recent years. The company has taken a realistic approach to attaining zero RPO, while taking into consideration the fundamental limitations of the speed of light and the high cost of traditional synchronous mirroring implementations.*

Henry Balthazar, Storage Analyst,  
The 451 Group

## Industry Recognition

Axxana was recently named "Cool Vendor in Storage Technology and Systems, 2009" by Gartner and was recognized by Network World magazine as one of 10 start ups to watch in 2009. Axxana also won the Wikibon CTO award for Most Innovative Storage Technology of 2008.



### Israel

38 Habarzel St. Lobby B, Tel-Aviv, 69710, Israel  
Tel: +972-74-788-7800 | Fax: +972-74-788-7878

### USA

275 Grove St. Suite 2-400, Auburndale, MA 02466, USA  
Tel: +1-781-304-4890