



What is Assurance™?

Assurance™ is a secure, fully automated, state-of-the-art off-site data backup solution with full versioning support that is replicated to multiple off-site storage facilities. Centered on small business, Assurance maintains a copy of your important information at our Traverse City data center to minimize downtime in the event of a disaster and allows for full availability from any web browser, 24/7.

Translation: Assurance™ provides completely automatic backups of your important data to different facilities and allows you – and only you – to have access to your files from any computer, anytime.

Who is Assurance™ for?

The answer is simple – any business or organization that:

- Is not currently performing regular off-site backups of their important information,
- Desires a reliable and dynamic additional backup solution for an existing network,
- Requires an off-site backup solution that simply takes care of itself, and
- Needs to have access to their data files from any location at any time.

Why Assurance™?

- Security
 - Perhaps the greatest of all concerns with modern-day off-site backups is the security factor. Whether you're a medical professional requiring absolute security of your data due to HIPAA regulations or simply desire the peace of mind that your data isn't being accessed by unwanted third parties, we've ensured that the very best security is in place for each and every one of our Assurance™ customers.
 - When paired with our Convergence™ server solution, Assurance becomes even more secure. Visit tech.affinity.tc/convergence for detailed information on this extremely cost-effective, technologically advanced combination.
- Dependability
 - One of the key factors to consider when choosing a backup solution is reliability. The traditional methods of backing up important data – flash drives, external hard drives, and CD/DVD media – all have weaknesses which can lead to them failing you when you need them the most. Consider the following:
 - Human error
 - Failing to understand proper backup procedure
 - Accidentally deleting or overwriting important data
 - Backup devices generally left in the vicinity of the computers or server where the important data resides
 - Failing to perform the procedure regularly – or at all

Assurance™ - an Affinity backup solution

- Physical failure
 - External hard drives fail, generally with little or **no** notice
 - Flash drives can fail instantly and can also be easily misplaced
 - Optical media (CDs and DVDs) are extremely UV-sensitive, making them unsuitable for archival storage
- Unexpected disaster
 - Theft, fire, electrical surges/spikes, or acts of God can all result in sudden and dramatic loss of data
 - In many cases, not only is the primary data location lost or damaged beyond repair, but also the backup media and devices
- Accessibility and Data Availability
 - Web-based portal for viewing/restoring backed up files
 - Available from any computer with no special software download - anytime
 - All of your data is encrypted and stored securely at our data center in Traverse City to drastically reduce data restoration downtime in the event of a disaster
 - Data is secured locally with U.S. Federal Government Top Secret-class encryption (AES-256) so even Affinity is unable to view or make changes to data
- Security
 - Assurance uses 448-bit Blowfish encryption, which is twice the cipher strength that even most online banking programs utilize. Blowfish is a fully developed, open encryption algorithm you can learn more about at www.schneier.com/blowfish.html.
 - The number of bits in an encryption algorithm refers to the length of the key. The longer the key, the more difficult it is to decrypt data.
 - Even given direct physical access to Affinity's datacenter, a malicious entity would require both your personal account password and data encryption key to decrypt (make any sense of) your data.

Pricing

There are a few options for Assurance™. These are based simply on how much data you need to store.

50GB - \$35/month	100GB - \$50/month	150GB - \$65/month
200GB - \$80/month	250GB - \$95/month	300GB - \$110/month

Additional storage options are also available upon request. Contact Affinity for a personalized quote.