



# EXECUTIVE SUMMARY

**ZeroNines® Technology, Inc.**

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**Management:**

**John Botdorf**

Chairman

**Alan Gin**

President and

Chief Executive Officer

**Keith Fukuhara**

Chief Technical Officer

**Charles I. Brown**

Outside Director

**Bob Aoki**

Outside Director

**Industry:**

Infrastructure, Business Continuity

**Business Description:**

ZeroNines® Technology, Inc. offers patented Always Available™ business continuity technology and software that prevents application downtime, enabling uptime of virtually 100%. It provides clients with continuous real-time access to any segment of their information, data, application, and technology infrastructure despite disasters or functional disruptions. ZeroNines also offers enterprise infrastructure assessment, program management and project implementations.

**Value of Offering:**

Always Available technology protects businesses and other organizations from the losses to revenue, productivity, and reputation that downtime can cause. It provides a lower-cost alternative to standard disaster recovery technology which seeks to minimize and remediate the effects of downtime rather than prevent it.

**Company Background:**

ZeroNines Technology, Inc. formed a partnership in May 2000 and formally incorporated in August 2000. The architecture was envisioned in 1992.

**Management:**

Eighty years of combined management, computing, storage, telecommunications and professional services experience including IT auditing and disaster recovery planning.

**Target Markets and Demand:**

Always Available technology is configured for use by enterprise level businesses (including Global 2000), small- to medium-sized businesses, and consumers. The market demand is very high for an alternative to traditional disaster recovery technologies such as failover, tape backup, and remote vaulting. Customer expectations, real-world business requirements, service level agreements, and governmental regulation like Sarbanes-Oxley and HIPAA are driving the demand for extremely high levels of business application uptime. Demand is expanded further by the continued increase in Internet Service Providers (ISPs), Application Service Providers (ASPs), Cloud and Virtualization service providers, financial institutions, and medical institutions, all of which require robust real time protection. Small and medium sized "brick and mortar" businesses have traditionally believed such services are too expensive, but ZeroNines offers solutions sized and priced for them. The U.S. business continuity and disaster recovery market is expected to reach \$23 billion (U.S.) by 2012.

**Products:**

Always Available technology can be applied to existing networks, including cloud-enabled networks and consolidated/virtual servers. ZeroNines also provides hosting for client applications on the purpose-built Always Available network.

**For Enterprise Level Businesses**

**For Existing Networks:** The core ZeroNines offering applies Always Available technology to existing hardware and networks, enabling businesses to leverage their current IT infrastructure and assets.

**CloudNines™:** Designed to protect applications and transactions on computer "clouds", enabling cloud availability of virtually 100%. It synchronizes and protects multiple clouds regardless of service provider or location.

**VirtualNines™:** Designed to protect consolidated and virtual servers. It is fully compatible with leading server virtualization products.

**For Small- to Medium-Sized Businesses**

**Always Available™** technology is provided through the affordable and flexible Software as a Service (SaaS) model. Businesses of any size can apply it to their existing infrastructure or host their applications on the ZeroNines network.

**For Consumers**

**MyFailSafe™** uses the ZeroNines' network and data centers to provide consumers with secure Always Available access to their personal email, remote data storage vault, and remote medical data storage vault.

**Technology:**

The core function of Always Available technology is to enable all transactions, data exchanges, and other network activities to occur equally and simultaneously on multiple secure application servers separated by hundreds or thousands of miles. In IT parlance, all servers are "hot" and each instance of each application is "active." There is no server hierarchy, and consequently no single point of failure. If one application server or datacenter suffers from a disaster, all activities continue uninterrupted on the others. There is no need for failover or recovery because the network was never down. This effectively pushes application availability beyond the industry-accepted standard of 99.999% (five nines) to 100% (zero nines). Always Available architecture is application, OS, and platform agnostic, enabling businesses to leverage existing equipment, software, and infrastructure. Always Available technology can protect against downtime caused by any number of disasters: fire, flood, electric overload, storm, virtual attack, construction accidents, sabotage, and even downtime caused by scheduled maintenance and cutover.