

I Introduction

- Zmanda has a long history of powering enterprise backups since 1991, earning the trust of some of the biggest names, such as NASA, Yale University, Boeing, and the Department of Defense.
- It offers a cost-effective solution, typically coming in 80% less than its competitors, resulting in cost savings from day 1.
- Zmanda is built on an open-source base and is the default backup solution in most Enterprise Linux distros, including Red Hat, Ubuntu, Debian, Rocky Linux, Fedora, and more.
- It has received significant industry recognition over the years, with certifications such as US Homeland Security, and recognition as a 'MySQL Partner of the Year.'
- Additionally, Zmanda is a strong performer in hybrid data centers, offering backups to cloud, tape, NAS, and disk, and regularly adding modern, advanced features such as deduplication, zero-trust security, containerized deployments, and more.

I So, What Makes Zmanda Stand Out From the Crowd?

- **Pricing:** For starters, there's the price. Zmanda comes in at 80% less than the competition, making it a great choice for companies looking to optimize costs. Customers won't pay by the gig.
- **Open-source based:** For companies and industries that value open-source software and want to avoid vendor lock-in, Zmanda has them covered.
- **Tape expertise:** If tape storage is an important part of a customer's backup and archive strategy, - Zmanda's expertise is unparalleled.
- **Contained deployment:** If customers need a backup solution for a highly secure, zero-trust site, Zmanda's contained deployments can get the job done. We don't require an internet connection.

Now, let us look at each of our USPs in detail.

I Pricing

- Zmanda's pricing approach operates on a "Don't pay by gig" model, by licensing customers by the workload instead of charging them by metering the amount of data they're backing up.
- This approach makes Zmanda incredibly scalable and typically results in 80% cost savings compared to competitors.
- It is particularly beneficial for companies that store large amounts of data, such as media companies, and helps companies cost-effectively meet the 3-2-1 backup standard or archive many copies of backups.

| Open-source based

- As mentioned earlier, Zmanda is based on an open-source project called Amanda Community that was started in 1991.
- The open-source roots make Zmanda attractive to customers in education and government, who place a high value on open-source software because it allows them to deploy zero-cost proofs-of-concept and test how the product works in their specific environment.
- It also allows them to inspect the code, review the security model, build on the APIs to integrate custom workflows and deploy in a zero-trust environment.

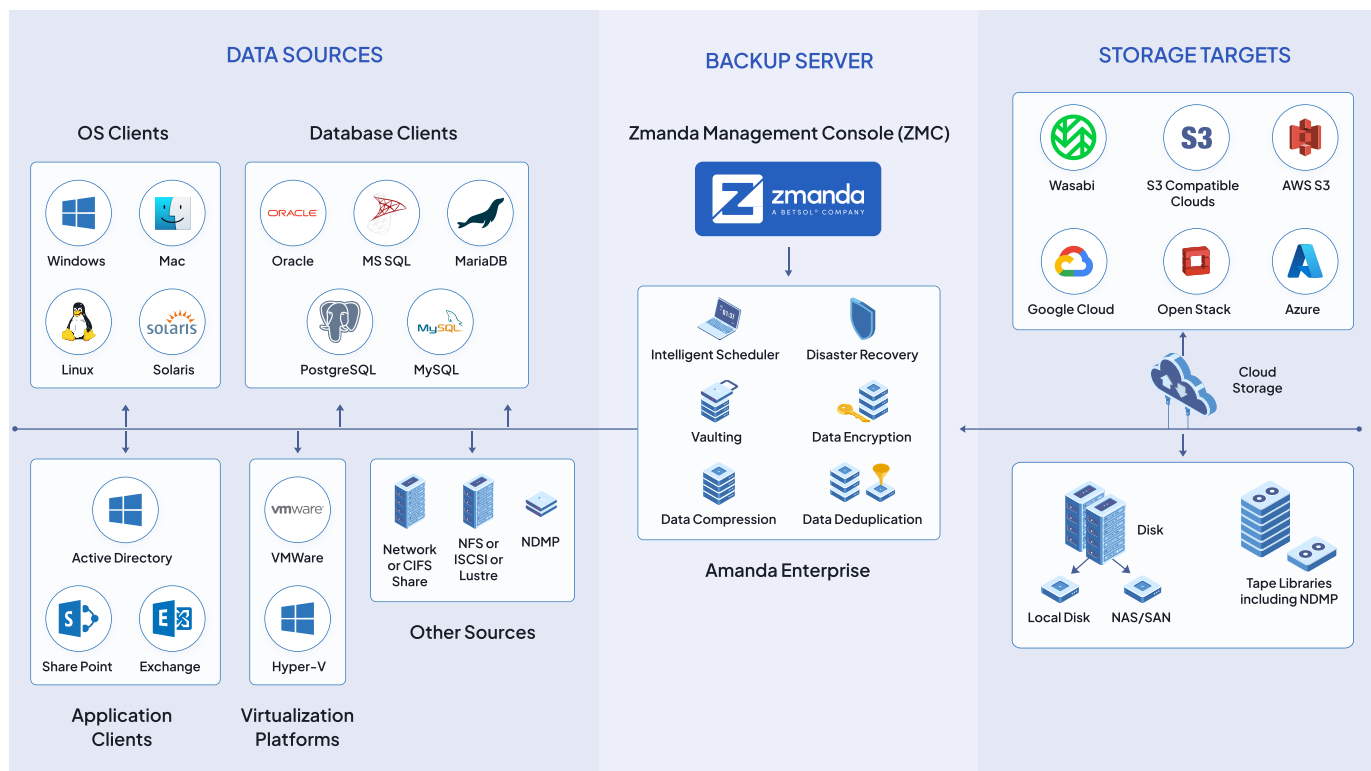
| Tape expertise

- Zmanda's tape backup and archive capabilities are one of its core competencies, making it ideal for companies that have tape as a critical part of their backup and archive strategy.
- Customers can run backups to all major public cloud storage providers in parallel while backing up to tape, making Zmanda suitable for both tape backup and archive or embracing a hybrid cloud strategy.

| Contained deployment

- Zmanda offers contained deployment strategies, allowing customers to deploy it entirely within their network, without requiring an internet connection.
- Most other backup solutions charge customers by the gig, making it impossible for them to offer this. With Zmanda, customers have predictability and peace of mind.
- In conclusion, with Zmanda, customers get a proven, reliable solution, and the features they need, all at an affordable price.

Zmanda Architecture



- In the above image, on the left, you can see Zmanda offers various sources for backup, including OS clients such as Windows and Mac laptops, applications, databases, virtual machines, NFS, and NDMP.
- On the right, Zmanda provides a range of targets for backup storage, including local targets such as Disk, NAS, SAN, and tape, as well as major cloud storage targets like AWS S3, Wasabi, Microsoft Azure storage, and any S3-compatible service.
- It allows simultaneous backup and archiving to multiple targets, with the Zmanda Management Console (ZMC) serving as a centralized web interface for managing backups, schedules, encryption, compression, vaulting, and more.

I Key Features of Zmanda

- Zmanda's availability as containers and VMs allows for fast and simple deployment, while the web-based management console facilitates easy day-to-day operations with global management capabilities and reporting features.
- It also offers client-side data deduplication to optimize storage consumption and reduce network usage.
- Backups are designed to run with minimal impact on network and system resources, with intelligent scheduling options to avoid peak hours.
- The backup server replication feature of Zmanda was designed to meet disaster recovery requirements, with global policies simplifying administrative tasks.

I Security

- Zmanda is committed to meeting the highest security standards, including zero-trust, and is US Homeland Security Certified.
- End-to-end AES-256 encryption and immutable backups help protect against ransomware attacks, with support for automated data retention and configuration policies.
- It can be deployed in a contained format and offers LDAP, SSO, and RBAC for granular user management.

I Support & Licensing

- Zmanda provides expert support to customers, with different levels of support such as standard and premium support.
- Product licensing is sold on a per-workload basis, with custom and unlimited enterprise licensing models also available.
- The ultimate aim of Zmanda is to provide a backup solution that fits the unique needs of each customer.
- For pricing details, please visit [zmanda.com/pricing](https://www.zmanda.com/pricing).

For more information on Zmanda, please visit <https://www.zmanda.com>.