



## Introduction

Every year, 40% of your customers lose precious memories and hard work because 1 in 10 hard drives fail. Yet, staggeringly, people still do not backup or if they do it is an extremely ad-hoc affair. Natural Disasters, theft and even an accidentally spilt coffee can cause a lot of strife and stress both at home and in the office.

Memory Box provides an insurance policy against loss of data, memories and intellectual property. It is a simple, secure, automated backup solution for work and home. Unlike other solutions both here and overseas, it doesn't rely on a centralised data store. Instead the spare disk space of a community of users is utilised to lower costs and provide an automated, online backup solution like no other on the market.

## Problem

As part of the market research for the Memory Box product, focus groups were conducted and it was discovered that more than three quarters of respondents backed up less than once every six months.

Those that did backup used optical disks (either CDs or DVDs), or external devices (like hard drives and USB "dongles"). Both of these options present problems. Burning CDs is time consuming and CDs have a shelf life. Also, what happens if someone steals that external hard drive? Or you suffer fire or flood.

So why don't people backup? The majority of responses centred around:

"I can't be bothered."

"I know I should but it just seems too hard."

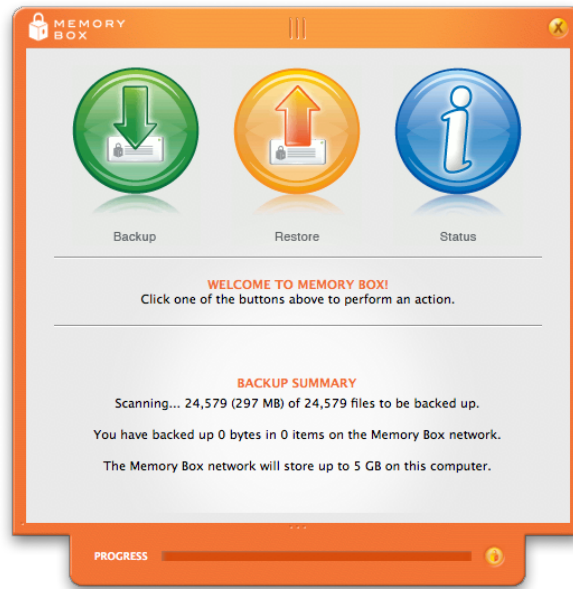
"I'm too busy."

"I just keep forgetting."

## Solution

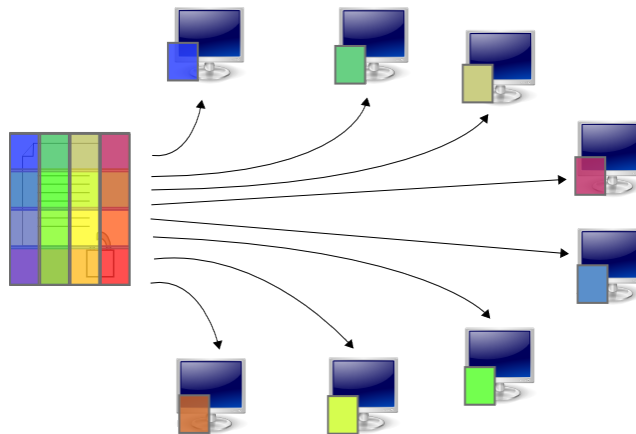
This reinforced the main reason behind developing Memory Box. We knew that backing up needn't be such a bind and we wanted to develop a product that simply 'made life easier'.

Armed with the information from market research we also designed a user interface to ensure it was easier to use and that users could just 'set and forget.'



## How does it work?

When the software detects a change to a customer's file, it automatically compresses, encrypts and adds redundant information into the file. That file is then broken up into over 100 different parts and those parts are distributed to users around the network, using the Network Controller to direct them to the "best" place in the network.



The redundant information means that we can lose substantial parts of the network and still be able to recover the customer's files. Our experiments have shown that we can lose 30% of the network and **99.9%** of the files are still recoverable.

This means that if a cyclone takes out all of Brisbane and an earthquake takes out Perth, our customers would still be able to recover their files. If a competitor had a data centre in Brisbane or Perth they would have lost 100% of the files.

Even a localised event (like a fire or flood in the data centre) can still mean 100% of data loss for our competitors. It has to be a wide spread, cataclysmic event for the Memory Box system to even *start* to lose data!

Memory Box uses industry standard 128 bit encryption to secure the files before they leave the computer. 128 bit encryption is estimated to require around a trillion years to break, so your customer's data will remain safe and secure for a long time to come.

## Why Memory Box?

There are a number of key benefits in becoming a Memory Box reseller:

- Your customers need this product, and when their data is returned to them upon a data-loss event, it will be you and your products coming to their rescue.
- Not just a once off sale, Memory Box generates a recurring revenue stream.
- No stock to carry, we provide all the promotional material you'll need.
- Excellent upsell opportunity

## Reseller Benefits

Becoming a reseller offers your customers a 10% discount off their first subscription period. This helps encourage customers to subscribe for longer periods, driving greater revenue to you sooner.

There's two commission programs you can select from:

The simple program pays a flat 10% of a customer's first subscription period.

Alternatively, each month you can receive 5% commission on all revenues generated by your customers (including renewals). This continues for as long as you are a part of the program. Bonus commission is also paid based on sales performance. 25 new customers per month pays an additional 5%, 50 pays 10% and 100 pays 15%. That's up to 20% commission per month.

To stay in the recurring revenue program all you need to do is achieve and maintain at least 25 customers after 12 months.

## Contact

Want to get going now? Just go to <http://www.memoryboxbackup.com/reseller.html> and complete the application form. We'll get back to you ASAP with all you need.

Got questions? Let's chat. Contact Trevor Glen, Managing Director, at [tg@memoryboxbackup.com](mailto:tg@memoryboxbackup.com), or +61 410 634 678 to see how a partnership with Memory Box can work for you.