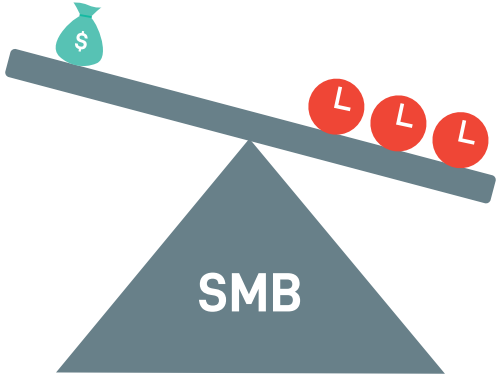
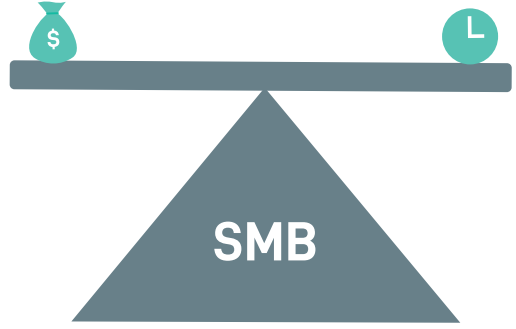
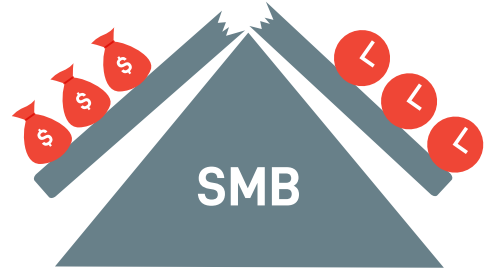
ROI TECHNOLOGY INC.

	TRADITIONAL BACKUP	BUSINESS CONTINUITY	HIGH AVAILABILITY
	CHEAP + TIME CONSUMING	AFFORDABLE + AUTOMATED	EXPENSIVE + COMPLICATED
	 LOW COST — MORE TIME	 LOW COST — LESS TIME	Not Built for SMBs  HIGH COST — MORE TIME
SOLUTION COST	No business continuity component—limited to backup only.	One vendor, One Bill Backup, Restore, Virtualize	Significant Hardware Investment Too expensive for SMBs
SETUP AND CONFIGURATION	Multi-vendor solution	All-in-one solution (software, hardware, and cloud)	Multi-vendor, multi-location solution
RECOVERY TIME	Downtime and high failure rate during restore	Downtime last seconds or minutes	Redundant production system but if a major outage occurs you still require backup and testing
TESTING	Manual testing	Automated Backup Verification (at the time of backup)	