

Cobar™ for Service Providers

Introduction

This white-paper provides the reader with an overview of the how the Cobar™ suite of products has been tailored for the Service Provider business model to enable them to leverage additional profits.

User Need

The digital age has hit many homes, bringing with it many benefits, the most common being email messaging, digital photos and other multimedia. Many homes now include a personal computer that is used to access the Internet and for home-office/work use.

There are few affordable solutions for the home and small business user to safely and securely store valuable information in a manner that ensures that it is still available when disaster strikes – such as floods, fire, theft etc.

The Solution

Online storage provided by ISPs and OSP¹s, when combined with an appropriate user application, is the ideal disaster recovery solution for home users and small business.

The solution has been developing over the last few years through the spread of low-cost broadband Internet access and the need has also been growing due the progressive adoption of digital solutions in the home and the small business.

To be successful, a backup or disaster recovery scheme must have the following characteristics:

- ✓ *It must be automated.*
- ✓ *It must be off-site.*
- ✓ *It must be secure.*
- ✓ *It must be simple.*
- ✓ *It must be affordable*

If it is not automated then it is unlikely to be kept up.

If it is not offsite then the user is not protected from fires, floods, earthquakes etc.

If it is not secure then the user won't use it. The user's valuable information is generally also private and confidential – thus a high level of trust is essential.

If it is not simple then the vast majority of home users will be overwhelmed and fail to use it.

It must be affordable to the home user that already has a lot of demands on the household budget.

Cobar™ Meets the User Need

Cobar™ is a suite of products that includes an enhanced FTP client program and a sophisticated automated backup solution. The products have been designed from the ground up to be used to securely store the valuable and private information of home user's and small businesses online.

The Cobar™ product suite meets the user's needs:

- ✓ **Automated.** Cobar™ Backup allows you to identify the files and folders that contain important information and *automatically* secure and copy them to an online storage location.
- ✓ **Off-site.** Cobar™ products are linked with online storage providers to ensure that valuable information remains safe from disasters.
- ✓ **Secure.** Cobar™ products use strong commercial grades of encryption such as AES and Blowfish to encrypt information before it leaves the user's computer.
- ✓ **Simple.** Cobar™ has been designed from the ground up to be very easy to use. Field trials have shown that average users can install and use the product within 2 minutes of downloading Cobar™ software.

Cobar™ provides a familiar 'Explorer' style of interface featuring drag & drop, combined with extensive use of guiding 'wizards' to ensure that less experienced users are not overwhelmed.

- ✓ **Affordable.** The Cobar™ product range, whether bundled with online storage or bought outright, are attractively priced to be easily within reach of those on a tight budget.

Cobar Meets Service Provider Need

Cobar™ has been designed from the ground up to be integrated into the Service Provider business model. The following product features are important to the Service Provider:

- ✓ **User Need.** The user base for online storage is growing rapidly and the Cobar products provide the ideal solution to take advantage of this growth. Cobar™ allows

¹ Online Storage Provider (OSP)

the Service Provider to leverage additional profits from existing infrastructure.

- ✓ **Low Risk.** Cobar places the responsibility for the security of the user data firmly on the user's shoulders. The Cobar products automatically encrypt information before it reached the Service Provider, significantly reducing the liability for privacy and protection of user information.
- ✓ **User Lock-in.** The Cobar ISP products are locked to the Service Provider's infrastructure to ensure that the profits come back to the provider.
- ✓ **Promotion and Advertising.** Cobar products are customised with the provider's trade-dress and link in with the provider's support and provisioning services.
- ✓ The Cobar products have comprehensive built-in support for product advertising, therefore providing the potential for additional revenue streams.
- ✓ **Attractive pricing.** The most common method of implementing Cobar is to couple it with the provision of storage at a low monthly rate. With minimal upfront costs, the Service Provider pays for Cobar services from additional income received².
- ✓ For existing users with a small amount of web-space (eg 10-20MB typically), CapstoneBlack can provide a free version of Cobar that gets the users accustomed to the benefits of online storage and increases their desire for larger amounts of storage space.
- ✓ **Existing Infrastructure.** Cobar products have no additional infrastructure requirements. Cobar uses industry standard File Transfer Protocol (FTP) services that are already provided by ISPs and OSPs.
- ✓ On the billing side, the Service Provider is already maintaining the billing infrastructure required to recoup the Cobar licensing costs.
- ✓ **Low Overheads.** A large amount of development and field testing effort has been expended to ensure that the support overhead is minimal.

Conclusion

Service providers can increase their profits with low overheads and low risk by providing the Cobar solution to their customers. Cobar™ improves profitability by:

- ✓ Attracting more customers through the provision of innovative solutions to their growing needs.
- ✓ Increasing the volume of value-add services used by existing customers.
- ✓ Building customer dependence on the Service Provider and reducing churn.

CapstoneBlack

CapstoneBlack is a solutions development company established to develop and support innovative applications with a focus on secure communications and storage products.

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² Additional pricing models are available, please contact our sales team.