

NovaBACKUP 19.5 Release Notes

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Overview

The purpose of this document is to make the departments in NovaStor aware of the latest software release NovaBACKUP version 19.5. It will outline the positioning and purpose of the release, the key benefits and take-aways, and prepare NovaBACKUP employees with the proper messaging to share with our partners and target markets.

Target Markets

NovaBACKUP continues to focus on becoming the number one single solution for local and cloud based backup and data recovery for MSPs as well as complementary product and service partners providing their services with a vertical focus towards Professional offices. NovaBACKUP's top market opportunity continues to be in the healthcare space, specifically partners targeting the dental practices with opportunity to expand into other healthcare fields and other markets (like accounting) requiring strict regulatory compliance.

NovaBACKUP 19.5

Purpose

NovaBACKUP 19.5 is a minor release with a major message. The purpose of this release from the outset was to clearly establish the NovaBACKUP brand and to better position the Software as a Service (SaaS), recurring revenue component of the solution while expanding support to a wider market. NovaBACKUP Cloud was only available to new customers and had limited purchase options before this release. NovaBACKUP can now offer cloud options to over one hundred thousand new, prospective, existing, and past customers of the NovaBACKUP product line. Their favorite local backup solution can now support best practices with an offsite option from a single familiar platform with no learning curve.

Key Benefits

NovaBACKUP Branding

- Logos and icons throughout the backup client now reflect NovaBACKUP instead of NovaStor.
- Links within the backup client and CMon now point to equivalent destinations on the novabackup.com domain.

What this means for NovaBACKUP:

- Updating the links and logos to NovaBACKUP unifies and solidifies our new NovaBACKUP company identity and messaging. Since traffic will be directed to our NovaBACKUP domain there will be more control over our interactions with customers such as marketing, support, and sales.
- Less calls to support.

What it means for our customers:

- Customers will have a more streamlined user experience between our software and website.
- Easier to remember a single name for the product and company.
- A website and tools solely dedicated to their product.

Cloud Service Improvements

- Ability to sell cloud services to new and existing perpetual customers.
- Ability to sell cloud services to active NovaCare customers.
- Ability to sell cloud services to expired NovaCare customers.
- Improved cloud purchase and upgrade flow from within the backup client.
- Improved CMon/Cloud account creation flow from within the backup client.
- Improved UI and UX for re-attaching cloud storage devices.
- Improved UI for connecting a cloud storage device.

What this means for NovaBACKUP:

- We can extend sales from just new customers to include existing and past customers, even if they had perpetual licensing. This positions us to message over 100,000 new potential cloud customers, increasing recurring revenue opportunities with a stickier product offering.
- Improving the UI and UX for purchase, upgrade, and set up will help improve user experience, which will increase adoption, conversion, and customer retention.

What it means for our customers:

- A single solution/platform to perform data protection best practices (3-2-1). They no longer need to use or pay for multiple solutions to have their data protected locally and in the cloud.
- A simplified flow for purchasing and set up allows customers to easily add cloud storage to their existing license and immediately start backing up to the cloud.

Plug-in Improvements

- NovaBACKUP Cloud (xSP) restore of SQL and Exchange to an alternate location includes all pertinent files like a local restore would.
- NovaBACKUP Cloud (xSP) plug-ins (SQL, VMWare, System State) allow restoration of different versions.
- Ability to restore SQL or Exchange to an alternate location that does not have SQL or Exchange.
- Progress bar displays for building cache files for Exchange and SQL backups, and for Exchange restores.

What this means for NovaBACKUP:

- As we move in the direction of cloud backup, improving plug-in features for NovaBACKUP Cloud (xSP) helps build a solid foundation for our product to grow on.

What it means for our customers:

- Customers can restore from the cloud using our plug-ins just as they would locally. This helps make recovery faster and reliable, which is important for disaster recovery. It also improves user experience.

General Improvements

- Offline Activation URL shortened to <https://novabackup.com/activate>
- Ability to disable automatic execution of missed jobs.

What this means for NovaBACKUP:

- Making it easier for users to activate their licenses will increase opportunities to convert them into paying cloud customers.

- Streamlining processes like activating a license or running a backup job helps improve user experience, which helps with retention. It also eliminates the need for users to contact support, which frees up our resources.

What it means for our customers:

- Customers can now easily activate their licenses and start backing up immediately.

Future Outlook

NovaBACKUP will be working towards the next Major release for the remainder of 2020 with potentially a few minor release updates throughout the year. The future for NovaBACKUP is exciting with aggressive goals focused towards spring boarding the technology to the top tier of this industry and expanding storage options to include support for industry standard public cloud platforms (S3, Azure, Wasabi). We will maintain our strong positioning as a top “enabler” (<http://www.backupreview.info/category/top25/>) as one of the few software ONLY backup solutions that offer hosted or self-hosted options for multiple cloud platforms along with a world class (not just a checkbox) local backup solution. The product will look to expand on the central monitoring (CMon) capabilities of today to support a new browser based interface built on a restful API to make future development and integrations into other applications and RMMs more simplified.

Summary

NovaBACKUP 19.5 is available effective immediately and is the first release to escalate NovaBACKUP from a product name to a brand. Several improvements to product functionality and automation have positioned NovaBACKUP to sell a single platform local and cloud/offsite backup functionality to a much wider market including all new, prospective, current and past customers. This version makes an already solid NovaBACKUP even more stable with the improved plug in support and resolution for some long standing issues. NovaBACKUP 19.5 is a gateway product to the next major release ([Project Name coming soon](#)).