Backblaze Begins

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Backblaze's One-Click Online Backup Opens To The Public

by **Jason Kincaid** on September 16, 2008   6 Comments 💬

Backblaze⬦, the service I described as "**Online Backup With Time Machine's Finesse**", has launched to the public. The site tries to differentiate itself from the myriad of other online backup solutions available by emphasizing simplicity. Backblaze advertises a 3-click-setup, tucking away all but the most basic features behind an "advanced" menu (which includes options like bandwidth throttling and file exclusion).

Since we **last wrote** about it, Backblaze has increased the maximum size of any individual file from 100MB to 4GB, and has added support for Email databases which can be updated even while in use. The service has also incorporated a web interface that allows users to download individual essential files from the cloud. After a two week trial, a Backblaze subscription is $5 a month. The service is currently only available for PC's, but a Mac version is expected within a month.

Backblaze competes with a number of similar online backup sites, including **Mozy**⬦, **Carbonite**⬦, and **SugarSync**⬦.

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http://www.techrunch.com:80/2008/09/16/backblaze-one-click-online-backup-opes-to-the-public/

Backblaze   get widget   minimize

Website: https://www.backblaze.com
Location: Palo Alto, California, United States

🔥 **BACKBLAZE**

Backblaze is a one click online storage solution. It tries to minimize the
user interaction required to create a backup.

Backblaze is an online backup tool that allows Windows users to back up their data to an
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NEWS

Backblaze makes it dead simple to backup your files online

MATT MARSHALL | SEPTEMBER 16TH, 2008

BACKBLAZE   Whenever I try to backup my computer files online, I get tripped up somehow. It's inexplicably complicated, with most products unable to backup all my files simply — and to keep on doing that over time.

That's probably why 94 percent of computer users don't back up their files regularly (once a day or more), according to a Harris Interactive survey.

Some new products like Mozy and Carbonite are getting pretty good. They are affordable, and back up online, but you still need to point them to which files you want downloaded. Carbonite, for example, defaults to backing up the files in your "My Documents" folder.

Backblaze, a new Silicon Valley company (Palo Alto, Calif.), today launches a product that makes it all dead simple. Backblaze backs up every file, regardless of where it is on your computer — though does, like other products, necessarily skip over the files that aren't easily copyable, for example your Windows directory, programs and applications, your recycle bin and cache and temp files. Finally, it passes over any file that is 4 gigabytes or greater.

You download its software, and it starts backing up all your files online in the background. It backs it all up to its data center, and if your computer ever crashes, you can restore everything again. You can also order a DVD or a USB harddrive with your files on it. Warning: It can take up to a week to backup everything, if you've got a lot of files.

What I like about this product is its easy interface. If you create new files, it starts backing those up too, and will tell in the background — via its online dashboard — how many files it had left to backup.

You can have several computers backed up to one account.

It is $5 a month, for unlimited backup.

Here's a demo of how it works: https://www.backblaze.com/launchv1

It is run by Gleb Budman, chief executive and co-founder, who earlier founded MailFrontier, an email security company bought by SonicWall for about $31 million. He and his team have worked hard to bring down its various infrastructure costs witih Backblaze, using commodity hardware (Linux boxes instead of IBM, etc), leveraging their homes to do their work. He says he's brought the cost of storage down to two cents per gigabyte per month, from 15 cents before — and about a third of the cost Amazon's storage product costs. As a result, they've minimized capital raised to $1 million in self-funding, he said.

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Dave's Download
By David LaGesse

Blog Entry | **Comments (0)**

Backblaze Has the Guts to Declare Itself Ready

September 16, 2008 04:12 PM ET | David LaGesse | Permanent Link

The online backup service Backblaze officially launched from testing today. The launch includes nice improvements, including unlimited free Web restores of your data. That removes a 1GB limit per download.

More notable is that the service cut the cord. Backblaze declared itself ready for primetime after only three months of public testing. That's gutsy in this day of endless Web Betas. Google is the worst, what with new services—including four-year-old Gmail—stuck in endless "testing."

Tags: computers | internet

Backblaze

16 Sep 2008 | 05:21 pm | Category: General Computing, Gimmicks and Gadgetry

Problems backing up all your files? Try this new online backup service from Backblaze.

A lot of people find online backup services rather problematic. Online or offline; only six percent of computer users make regular full daily backups. Even this author is guilty of only backing up a few times a week offline.

The reason is possibly that most backup services, with the exception of Acronis True Image and a few others, make the process of backing up, particularly online, a long and complicated issue.

Personally I'm currently using Carbonite for online backup. Nevertheless I still have to tell the program in some cases which files to back up. There were certain files that it didn't back up by default when I started using it; some of them were common file types such as .docx (Microsoft Office 2007). It took a while to educate the program - Even now it doesn't do a full backup as the program is written to ignore certain system folders.

Backblaze doesn't itself backup every single file on your computer; for instance the Windows directory, Recycler, etc; which contains many locked folders which would necessitate a disk dismount/restart to access and would be unrealistic to copy in real time. Other than that type of file or folder; Backblaze does back up most every file on your computer, irrespective of its location on whichever hard drive. It also ignores files that are over 4GB in size; which may be a nuisance for those people using the NTFS file system - Though not a problem for FAT32 users.

Installation is fairly routine and simple: Once the software is downloaded it begins to back up files and folders in the background. One bonus with this service is that you can order a copy of your files on USB or DVD media from this California company - Useful if most of your files are generally static and are perhaps in storage on a second internal drive; but not a realistically viable proposition if you dynamically manually or otherwise update a lot of files on a regular basis.

As with Carbonite this program has a fairly simplistic and user-friendly UI. An advantage that it has over Carbonite is the ability to back up several computers using the same account; rather than having to open a separate account for each computer.

Also; as with all other online backup services, there is the problem of the relatively slow speed in uploading files to their data-centre. With the way that things are in today's status-quo this is unavoidable

Yet another advantage of this program over its Carbonite rival, despite the unavoidable slow upload speed, is the cost: At only $5 a month for unlimited backup of several computers it's a steal in comparison! For more information I suggest that you take a look at this demo and see what you think:-

https://www.Backblaze.com/launchv1

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VentureBeat

NEWS

Simple backup service Backblaze comes to Macs (invites)

ANTHONY HA | DECEMBER 10TH, 2008

BACKBLAZE — Backblaze is probably the easiest tool out there for backing up your hard drive, and now it's available for Mac owners.

My editor, Matt Marshall, tried the PC version of Backblaze in September and praised it for being dead simple. I've installed the beta test Mac version on my laptop, and I'm sold, too. Unlike most products, what grabs me isn't how much you can do, but rather how little you have to do.

There are other backup services out there, such as Mozy and Carbonite, but Backblaze reduces the process to a single step: Installation. Once you've installed the product, it works constantly in the background. You don't even have to select any folders, because the service backs up your entire hard drive, except for unusually large files. It can take a while before your computer is completely backed up, but after that, Backblaze works more quickly because it only uploads new or updated files.

Okay, there's a second step required eventually — namely, signing up to pay the $5 a month fee. And you can change the settings if you want. But by focusing on a single task, as opposed to richer but more complicated online storage services like Dropbox, the Palo Alto, Calif. startup has really nailed it. Like the vast majority of computer users, I know that I should back up my hard drive, but I've always been too lazy. (Plus, most of my crucial files are stored online in Gmail or Google Docs.) Now there's no excuse.

Backblaze launched a test version of its Mac service yesterday and ran out of spaces by the end of the day. The company says it found a few extra spots this morning, however, so we've got 300 invites for VentureBeat readers here. The service is free for 15 days, so check it out.

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Backblaze Brings Its Dead Simple Online Backup To The Mac

by **Jason Kincaid** on December 9, 2008   **6 Comments** 💬

Backblaze 🗨, an online backup service that I described as **Online Backup With Time Machine's Finesse**, has released a Mac version of its software in private beta. TechCrunch readers can grab one of 500 invites **here** 🗨.

🔥 **BACKBLAZE**

Backblaze costs $5 a month or $50 a year for unlimited online storage for backing up your hard drive, with a 15-day free trial available. The service continuously monitors files for changes and uploads them to the server, and in the event of a hard drive failure allows users to selectively download files via a web interface or have them delivered on DVDs or a USB drive. Unlike some other backup solutions, Backblaze emphasizes simplicity, allowing users to begin backing up in only a few button clicks with a minimal amount of setup (though it does have advanced features - they're just hidden by default).

Backblaze may be a harder sell on the Mac than it is on Windows, as Time Machine (the best backup utility I've ever used) is already included in the most recent version of the operating system. Online backup has some advantages over local storage (its disks aren't open to theft or destruction during a flood or fire), but for most people the deciding factor will be simplicity, and it takes far longer to backup via the web than over USB.

The site's Windows version **opened** to the public in September. Other online backup services include **SugarSync** 🗨, **Mozy** 🗨 and **Carbonite** 🗨.

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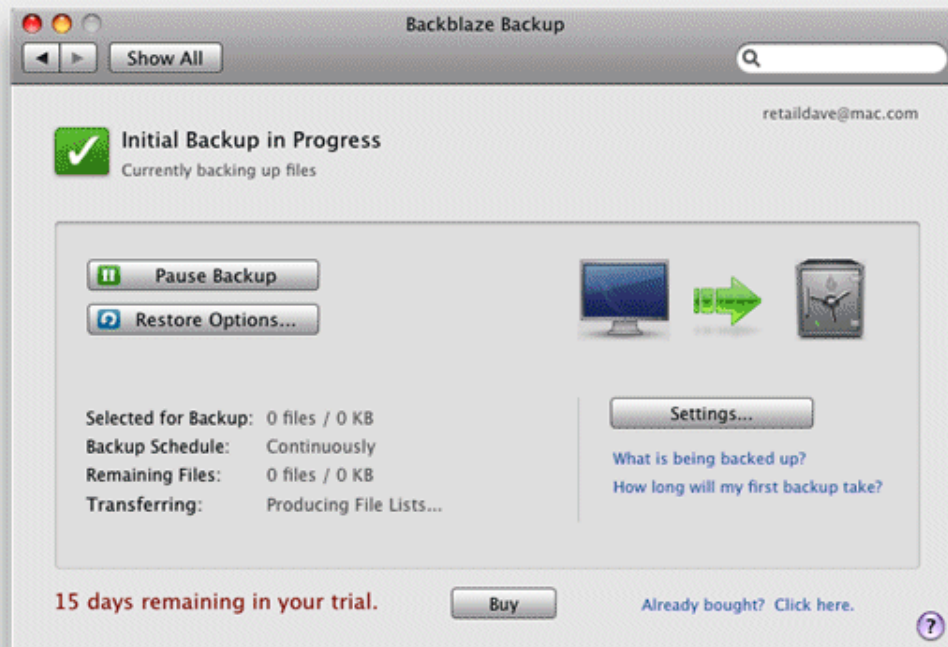
Backblaze: online Time Machine for Mac, and we have invites

By David Chartier | Published: December 09, 2008 - 11:20AM CT

Competition in the online backup market is heating up now that bandwidth and storage are cheap enough for the average consumer. Backblaze is a service that we checked out in June for Windows users that has a "set it and forget it" approach like Mac OS X's Time Machine; the client backs up nearly everything on the computer to make sure no crucial bytes are lost. Now, Backblaze is back with the official launch of its Mac client (in beta, naturally), and we scored 300 invites for Ars Technica readers.

🔥 **BACKBLAZE**

Like its competitors, such as Mozy, Backblaze users install a software client that watches over files on the drive, then uploads any files marked in directories for backup to Backblaze's managed data centers. Configurable via a System Preferences pane, Backblaze can work on a schedule or run in the background to keep an eye on file changes as you make them, and your files are encrypted before transmission with AES military grade encryption, and transmitted over an encrypted SSL connection. For extra security, you can use a private encryption key which Backblaze never stores, but if you lose that key, your backup files are as good as gone.

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Backblaze is unique in both its approach to what it backs up and how one can recover files when the dreaded time comes. Like Mac OS X Leopard's Time Machine feature, Backblaze takes a "backup (almost) everything" approach by excluding only specific system directories that you would have to reinstall anyway in case of a dead drive or a stolen computer. Users still have the option of customizing the scope of Backblaze's backup by including and excluding certain directories. Unlike other services, though, Backblaze retains file versions for up to a month, just in case you run into the "oh crap I made a mistake" backup scenario instead of theft or damage.

For Backblaze's launch in June, a number of limitations were in place due to its early beta status. Gleb Budman, co-founder and CEO, told Ars today that these limitations have recently been removed, however. The 200MB limit on any single file's size has been pushed up to 4GB, private encryption keys now work, and free restore downloads are now unlimited.

Backblaze's other killer feature involves data recovery. Like other services, Backblaze lets you restore files over the web with a software client. But Backblaze also offers the options of getting DVDs burned and mailed, or even an entire hard drive filled with your backup files and overnighted for $200. That feature right there is making me reconsider my Mozy account.

When I gave Backblaze's Windows client a try back in June, I found the service to work pretty much as promised. I didn't perform any major restores of large directories, but the client was easy to use and it uploaded files according to my schedule preferences and bandwidth throttling. I haven't had a chance to test Backblaze's Mac client yet, but the company had plenty of time to work on it, and so far, it looks like a genuine piece of Mac software. Keep in mind that, though, that getting started with a service like this can take a while, depending on how much stuff you back up. The initial backup could take days, a few weeks, or even longer if you throttle the time and bandwidth the Backblaze client can use to back up.

Since Backblaze is still in beta, the company is still working on an invite system. Fortunately for Ars Technica readers, we scored 300 invites that you can sign up for online. Sorry, PowerPC users: Backblaze is only compatible with Intel Macs running Mac OS X 10.4 and 10.5.

You can register for a 15-day trial simply by installing the Backblaze client (no personal info needed). If you decide that Backblaze's offsite data centers would be a good addition to your backup strategy, or if you just think being able to say "offsite data centers" would make you cooler, Backblaze charges $5 per month for unlimited storage.

[b] Buzz up!

Filed under: **Backblaze**, **backup**, **remote backup**, **security**, **more...**

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