

November 2022

EMOTIONAL FOOTPRINT REPORT

Email Backup

268

Reviews

13

Products Included

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How to Use the Report

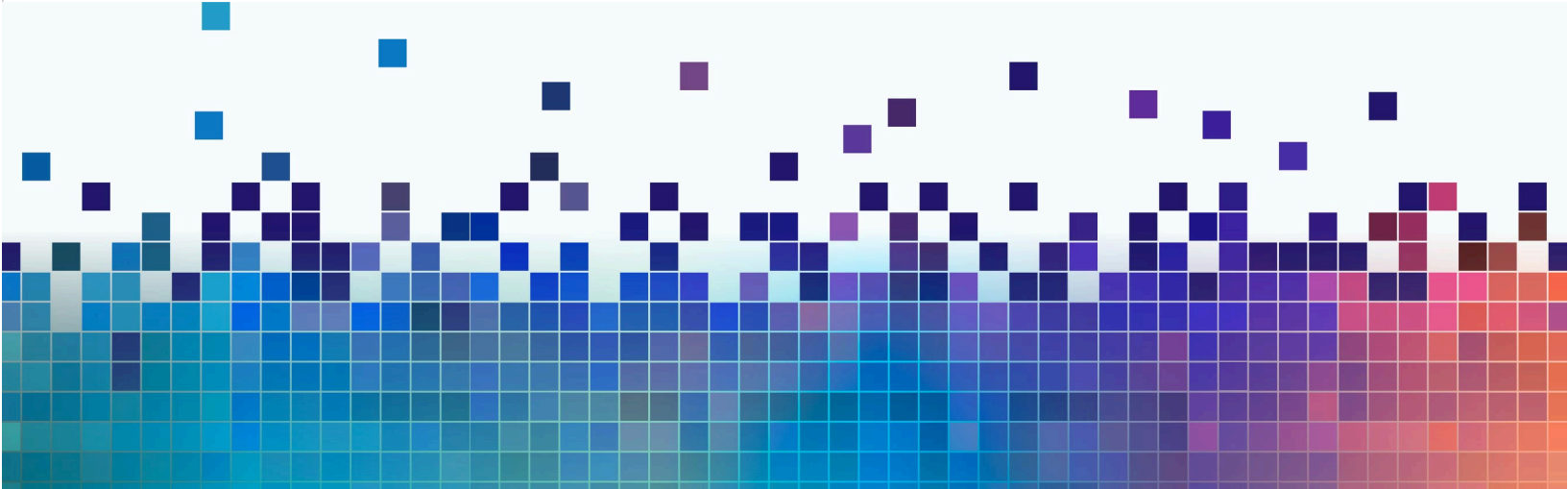
Info-Tech’s Category Reports provide a comprehensive evaluation of popular products in the Email Backup market. This buyer’s guide is designed to help prospective purchasers make better decisions by leveraging the experiences of real users.

The data in this report is collected from real end users, meticulously verified for veracity, exhaustively analyzed, and visualized in easy to understand charts and graphs. Each product is compared and contrasted with all other vendors in their category to create a holistic, unbiased view of the product landscape.

Use this report to determine which product is right for your organization. For highly detailed reports on individual products, see Info-Tech’s Product Scorecard.

This report is available free of charge for internal use only to assist with software evaluation and selection. Sharing, republishing, distributing, or otherwise copying any portion of this report without the express written consent of SoftwareReviews.com is strictly prohibited.

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Software Directory

EMAIL BACKUP SOFTWARE

Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software vendors in a particular category. Use this page to create the right vendor shortlist by exploring all of the options available to your organization.

 **Acronis Cyber Protect Email Backup**

 **BackupAssist**

 **CloudAlly G Suite Backup**

 **CodeTwo Backup for Exchange**

 **Kernel for Exchange**

 **Mimecast Sync & Recover**

 **Spinbackup for G Suite**

 **SyncBackPro**

 **Veeam Backup for Microsoft 365**

 **AppRiver Email Continuity**

 **Backup Exec**

 **CloudAlly Microsoft 365 Backup**

 **Dropsuite Email Backup**

 **MailStore Server**

 **Ontrack PowerControls**

 **Spinbackup for Office 365**

 **SysTools Gmail Backup**

 **Veeam Explorers for Microsoft**

 **Arcserve Unified Data Protection**

 **Barracuda Message Archiver**

 **Code42 Backup + Restore**

 **Gmvault Gmail Backup**

 **Metallic Backup**

 **OzHosting Email Backup**

 **StorageCraft Granular Recovery for Exchange**

 **Upsafe Cloud Backup for Business**

 **Vembu BDRSuite**

SOFTWARE REVIEWS

Emotional Footprint Diamond

EMAIL BACKUP

The customer experience with a software vendor will be a complex relationship that spans procurement, implementation, service, and support. Picking software can commit you to an extended period with that vendor, and knowing how real users feel about their service experience is crucial before making that commitment. When compared with how fair the price is for the software, you receive a comprehensive overview of the expected interaction and experience with the vendor.

Value Index

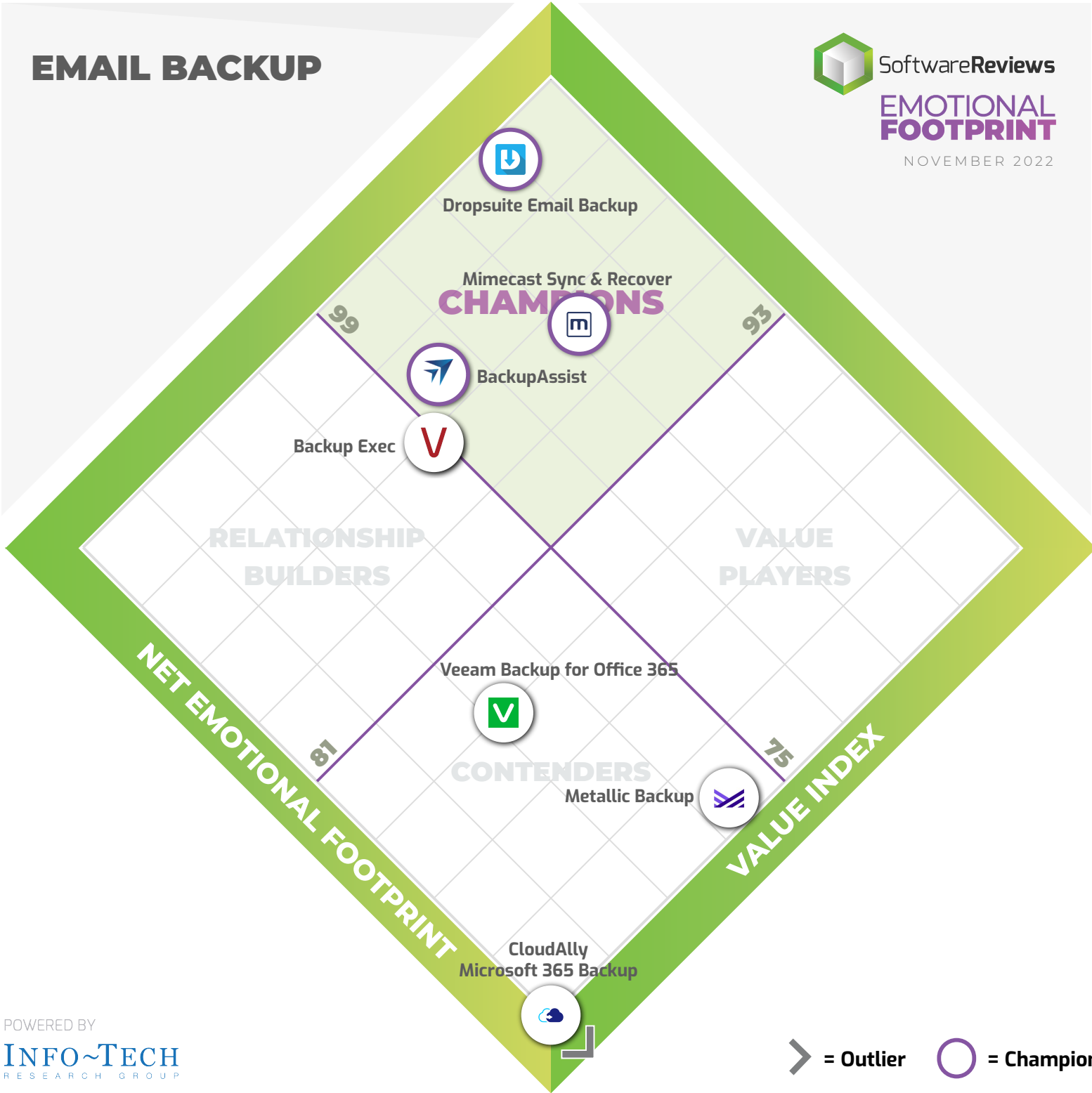
Software pricing can be complicated and confusing, but knowing if you're getting business value for the price you're paying is not. The Value Index metric captures user satisfaction with their software given the costs they are paying.

Net Emotional Footprint

The Net Emotional Footprint measures high-level user sentiment. It aggregates emotional response ratings across 25 provocative questions, creating a powerful indicator of overall user feeling toward the vendor and product.

Note: The ranges of the axes are dynamically adjusted based on minimum and maximum values in the dataset.

The Emotional Footprint Diamond illustrates how users view their interactions with their software vendor compared against their perceived cost to value of the software. This delivers you an in-depth insight into your potential relationship with the vendor.



The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

A horizontal number line with five integer points labeled -4, -3, -2, -1, and +1. The points are represented by small vertical tick marks on a light gray line.

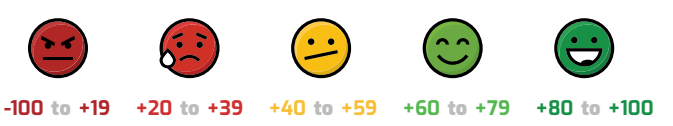
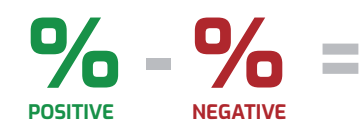




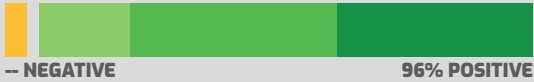


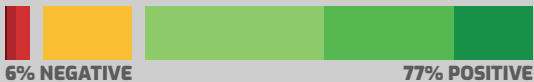


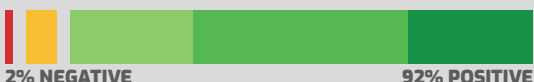
EMOTIONAL FOOTPRINT REPORT

Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

EMOTIONAL SPECTRUM SCALE

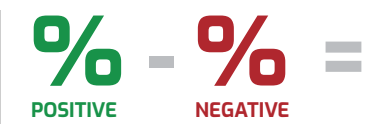


PRODUCTS WITH INSUFFICIENT DATA								
--	 Spinbackup for G Suite	9.6	+96 	 -- NEGATIVE 96% POSITIVE	95	<div>CARING100%</div> <div>ALTRUISTIC100%</div>		7
--	 Veeam Explorers	7.6	+71 	 6% NEGATIVE 77% POSITIVE	80	<div>SECURITY PROTECTS100%</div> <div>EFFECTIVE100%</div>	<div>LEVERAGES INCUMBENT STATUS31%</div> <div>DECEPTIVE21%</div>	7
--	 Gmvault Gmail Backup	8.7	+90 	 2% NEGATIVE 92% POSITIVE	83	<div>EFFECTIVE100%</div> <div>SAVES TIME100%</div>	<div>PERFORMANCE RESTRICTING24%</div> <div>DISRESPECTFUL24%</div>	5

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific “emotional spectrum” scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor’s Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



CATEGORY

Service Experience

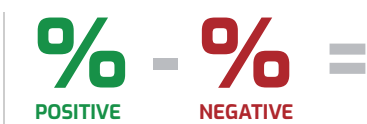
Good service matters. The last thing you need is to be disrespected by your software vendor, or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you’ll be treated well before and after you’ve made the purchase.


























Emotional Footprint Details









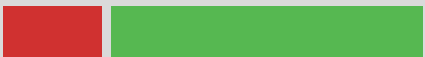
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EMOTIONAL SPECTRUM SCALE









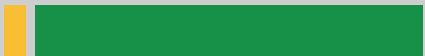


Disrespectful vs. Respectful

1	 Dropsuite Email Backup	+100 	 DISTRIBUTION -- 100%	42 REVIEWS
2	 BackupAssist	+96 	 DISTRIBUTION -- 4% 96%	23 REVIEWS
3	 Backup Exec	+96 	 DISTRIBUTION -- 4% 96%	37 REVIEWS
4	 Mimecast Sync & Recover	+95 	 DISTRIBUTION -- 5% 95%	23 REVIEWS
5	 Veeam Backup for Office 365	+85 	 DISTRIBUTION 6% 3% 91%	33 REVIEWS
6	 Metallic Backup	+80 	 DISTRIBUTION 8% 3% 88%	22 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+70 	 DISTRIBUTION 3% 24% 73%	31 REVIEWS
CATEGORY AVERAGE		+91 	 DISTRIBUTION 2% 5% 93%	

-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- 100%	7 REVIEWS
-	 Veeam Explorers	+78 	 DISTRIBUTION -- 22% 78%	7 REVIEWS
-	 Gmvault Gmail Backup	+52 	 DISTRIBUTION 24% -- 76%	5 REVIEWS

PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 	 DISTRIBUTION -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+95 	 DISTRIBUTION -- 5% 95%	13 REVIEWS
-	 Vembu BDRSuite	+94 	 DISTRIBUTION -- 6% 94%	8 REVIEWS
























Emotional Footprint Details






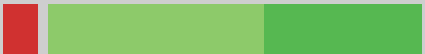



This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific “emotional spectrum” scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor’s Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE












Bureaucratic vs. Efficient

1	 Dropsuite Email Backup	+100 	 DISTRIBUTION -- 100%	42 REVIEWS
2	 BackupAssist	+100 	 DISTRIBUTION -- 100%	23 REVIEWS
3	 Backup Exec	+98 	 DISTRIBUTION -- 2% 98%	37 REVIEWS
4	 Mimecast Sync & Recover	+92 	 DISTRIBUTION -- 8% 92%	23 REVIEWS
5	 Veeam Backup for Office 365	+88 	 DISTRIBUTION 4% 4% 92%	33 REVIEWS
6	 Metallic Backup	+83 	 DISTRIBUTION 2% 12% 85%	22 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+65 	 DISTRIBUTION 5% 25% 70%	31 REVIEWS
CATEGORY AVERAGE		+91 	 DISTRIBUTION 2% 6% 93%	

-	 Spinbackup for G Suite	+88 	 DISTRIBUTION -- 12% 88%	7 REVIEWS
-	 Veeam Explorers	+82 	 DISTRIBUTION 9% -- 91%	7 REVIEWS
-	 Gmvault Gmail Backup	+76 	 DISTRIBUTION -- 24% 76%	5 REVIEWS

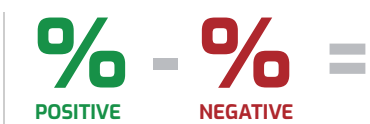
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 	 DISTRIBUTION -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+88 	 DISTRIBUTION -- 12% 88%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- 100%	8 REVIEWS
























Emotional Footprint Details










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EMOTIONAL SPECTRUM SCALE












Neglectful vs. Caring

1	 BackupAssist	+100 	 DISTRIBUTION -- 100%	23 REVIEWS
2	 Backup Exec	+96 	 DISTRIBUTION -- 4% 96%	37 REVIEWS
3	 Dropsuite Email Backup	+95 	 DISTRIBUTION -- 5% 95%	42 REVIEWS
4	 Mimecast Sync & Recover	+92 	 DISTRIBUTION -- 8% 92%	23 REVIEWS
5	 Veeam Backup for Office 365	+87 	 DISTRIBUTION 2% 9% 89%	33 REVIEWS
6	 Metallic Backup	+78 	 DISTRIBUTION 8% 6% 86%	22 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+67 	 DISTRIBUTION 5% 22% 72%	31 REVIEWS
CATEGORY AVERAGE		+89 	 DISTRIBUTION 2% 7% 91%	

-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- 100%	7 REVIEWS
-	 Veeam Explorers	+78 	 DISTRIBUTION -- 22% 78%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 	 DISTRIBUTION -- 100%	5 REVIEWS

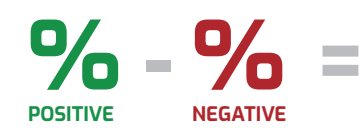
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 	 DISTRIBUTION -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+93 	 DISTRIBUTION -- 7% 93%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- 100%	8 REVIEWS
























Emotional Footprint Details










This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific “emotional spectrum” scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor’s Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE












Frustrating vs. Effective

1	 Backup Exec	+98 	 DISTRIBUTION -- 2% 98%	37 REVIEWS
2	 Dropsuite Email Backup	+96 	 DISTRIBUTION -- 4% 96%	42 REVIEWS
3	 BackupAssist	+96 	 DISTRIBUTION 2% -- 98%	23 REVIEWS
4	 Veeam Backup for Office 365	+92 	 DISTRIBUTION 4% -- 96%	33 REVIEWS
5	 Mimecast Sync & Recover	+87 	 DISTRIBUTION 5% 3% 92%	23 REVIEWS
6	 Metallic Backup	+86 	 DISTRIBUTION 2% 10% 88%	22 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+66 	 DISTRIBUTION 5% 24% 71%	31 REVIEWS
CATEGORY AVERAGE		+91 	 DISTRIBUTION 2% 5% 93%	

-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- -- 100%	7 REVIEWS
-	 Veeam Explorers	+100 	 DISTRIBUTION -- -- 100%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 	 DISTRIBUTION -- -- 100%	5 REVIEWS

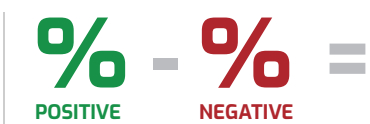
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 	 DISTRIBUTION -- -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+100 	 DISTRIBUTION -- -- 100%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- -- 100%	8 REVIEWS
























Emotional Footprint Details










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EMOTIONAL SPECTRUM SCALE












Wastes Time vs. Saves Time

1	 Dropsuite Email Backup	+97 	 DISTRIBUTION -- 3% 97%	42 REVIEWS
2	 Mimecast Sync & Recover	+95 	 DISTRIBUTION -- 5% 95%	23 REVIEWS
3	 Backup Exec	+95 	 DISTRIBUTION -- 5% 95%	37 REVIEWS
4	 BackupAssist	+91 	 DISTRIBUTION 2% 4% 93%	23 REVIEWS
5	 Veeam Backup for Office 365	+83 	 DISTRIBUTION 6% 5% 89%	33 REVIEWS
6	 CloudAlly Microsoft 365 Backup	+70 	 DISTRIBUTION 3% 24% 73%	31 REVIEWS
7	 Metallic Backup	+69 	 DISTRIBUTION 8% 15% 77%	22 REVIEWS
CATEGORY AVERAGE		+87 	 DISTRIBUTION 3% 8% 90%	

-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- -- 100%	7 REVIEWS
-	 Veeam Explorers	+80 	 DISTRIBUTION 10% -- 90%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 	 DISTRIBUTION -- -- 100%	5 REVIEWS

PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+97 	 DISTRIBUTION -- 3% 97%	17 REVIEWS
-	 CloudAlly G Suite Backup	+100 	 DISTRIBUTION -- -- 100%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- -- 100%	8 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



%

POSITIVE

-

%

NEGATIVE

=



CATEGORY

Conflict Resolution

Disagreements are inevitable, but knowing your vendor will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand which vendors will behave professionally when conflict arises.


























Emotional Footprint Details






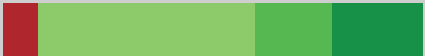



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EMOTIONAL SPECTRUM SCALE












Lack Of Integrity vs. Integrity

1	 Dropsuite Email Backup	+100 	 DISTRIBUTION -- 100%	42 REVIEWS
2	 BackupAssist	+98 	 DISTRIBUTION -- 2% 98%	23 REVIEWS
3	 Mimecast Sync & Recover	+94 	 DISTRIBUTION -- 6% 94%	23 REVIEWS
4	 Backup Exec	+93 	 DISTRIBUTION -- 7% 93%	37 REVIEWS
5	 Veeam Backup for Office 365	+81 	 DISTRIBUTION 8% 3% 89%	33 REVIEWS
6	 CloudAlly Microsoft 365 Backup	+78 	 DISTRIBUTION 5% 12% 83%	31 REVIEWS
7	 Metallic Backup	+68 	 DISTRIBUTION 8% 16% 76%	22 REVIEWS
CATEGORY AVERAGE		+88 	 DISTRIBUTION 3% 6% 91%	

-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- 100%	7 REVIEWS
-	 Veeam Explorers	+82 	 DISTRIBUTION 9% -- 91%	7 REVIEWS
-	 Gmvault Gmail Backup	+87 	 DISTRIBUTION -- 13% 87%	5 REVIEWS

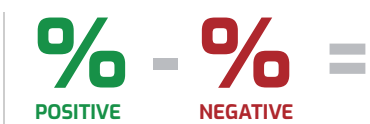
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+97 	 DISTRIBUTION -- 3% 97%	17 REVIEWS
-	 CloudAlly G Suite Backup	+93 	 DISTRIBUTION -- 7% 93%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- 100%	8 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific “emotional spectrum” scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor’s Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



Vendor Friendly Policies vs. Client Friendly Policies

1	Dropsuite Email Backup	+100	 DISTRIBUTION -- 100%	42 REVIEWS
2	BackupAssist	+100	 DISTRIBUTION -- 100%	23 REVIEWS
3	Backup Exec	+100	 DISTRIBUTION -- 100%	37 REVIEWS
4	Mimecast Sync & Recover	+94	 DISTRIBUTION -- 6% 94%	23 REVIEWS
5	Veeam Backup for Office 365	+85	 DISTRIBUTION 2% 11% 87%	33 REVIEWS
6	CloudAlly Microsoft 365 Backup	+71	 DISTRIBUTION 5% 19% 76%	31 REVIEWS
7	Metallic Backup	+66	 DISTRIBUTION 11% 12% 77%	22 REVIEWS
CATEGORY AVERAGE		+90	 DISTRIBUTION 2% 6% 92%	

-	Spinbackup for G Suite	+100	 DISTRIBUTION -- 100%	7 REVIEWS
-	Veeam Explorers	+78	 DISTRIBUTION -- 22% 78%	7 REVIEWS
-	Gmvault Gmail Backup	+100	 DISTRIBUTION -- 100%	5 REVIEWS

PRODUCTS WITH INSUFFICIENT DATA

-	SyncBackPro	+100	 DISTRIBUTION -- 100%	17 REVIEWS
-	CloudAlly G Suite Backup	+84	 DISTRIBUTION 8% -- 92%	13 REVIEWS
-	Vembu BDRSuite	+100	 DISTRIBUTION -- 100%	8 REVIEWS























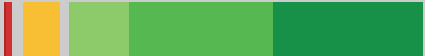
Emotional Footprint Details










This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific “emotional spectrum” scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor’s Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE









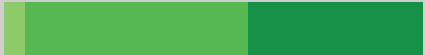


Selfish vs. Altruistic

1	 Dropsuite Email Backup	+97 	 DISTRIBUTION -- 3% 97%	42 REVIEWS
2	 Backup Exec	+96 	 DISTRIBUTION -- 4% 96%	37 REVIEWS
3	 BackupAssist	+91 	 DISTRIBUTION 2% 5% 93%	23 REVIEWS
4	 Mimecast Sync & Recover	+86 	 DISTRIBUTION 4% 6% 90%	23 REVIEWS
5	 Metallic Backup	+86 	 DISTRIBUTION 2% 10% 88%	22 REVIEWS
6	 Veeam Backup for Office 365	+74 	 DISTRIBUTION 8% 10% 82%	33 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+60 	 DISTRIBUTION 3% 34% 63%	31 REVIEWS
CATEGORY AVERAGE		+85 	 DISTRIBUTION 3% 9% 88%	

-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- -- 100%	7 REVIEWS
-	 Veeam Explorers	+41 	 DISTRIBUTION 10% 39% 51%	7 REVIEWS
-	 Gmvault Gmail Backup	+63 	 DISTRIBUTION -- 37% 63%	5 REVIEWS

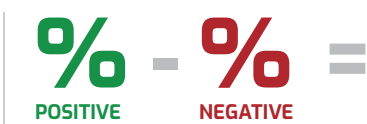
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 	 DISTRIBUTION -- -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+81 	 DISTRIBUTION 7% 5% 88%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- -- 100%	8 REVIEWS
























Emotional Footprint Details






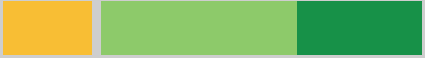



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EMOTIONAL SPECTRUM SCALE












Big Fat Liars vs. Trustworthy

1	 Dropsuite Email Backup	+100 	 DISTRIBUTION -- 100%	42 REVIEWS
2	 BackupAssist	+100 	 DISTRIBUTION -- 100%	23 REVIEWS
3	 Backup Exec	+100 	 DISTRIBUTION -- 100%	37 REVIEWS
4	 Mimecast Sync & Recover	+94 	 DISTRIBUTION -- 6% 94%	23 REVIEWS
5	 Metallic Backup	+87 	 DISTRIBUTION 2% 8% 89%	22 REVIEWS
6	 Veeam Backup for Office 365	+85 	 DISTRIBUTION 2% 10% 87%	33 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+73 	 DISTRIBUTION 3% 21% 76%	31 REVIEWS
CATEGORY AVERAGE		+92 	 DISTRIBUTION 1% 6% 93%	

-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- 100%	7 REVIEWS
-	 Veeam Explorers	+78 	 DISTRIBUTION -- 22% 78%	7 REVIEWS
-	 Gmvault Gmail Backup	+76 	 DISTRIBUTION -- 24% 76%	5 REVIEWS

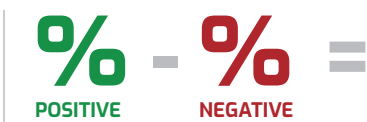
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 	 DISTRIBUTION -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+93 	 DISTRIBUTION -- 7% 93%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- 100%	8 REVIEWS
























Emotional Footprint Details



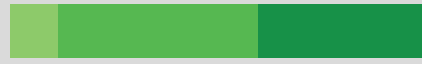


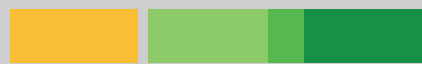



This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific “emotional spectrum” scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor’s Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE












Unfair vs. Fair

1	 Dropsuite Email Backup	+100 	 DISTRIBUTION -- 100%	42 REVIEWS
2	 Backup Exec	+100 	 DISTRIBUTION -- 100%	37 REVIEWS
3	 BackupAssist	+91 	 DISTRIBUTION 2% 5% 93%	23 REVIEWS
4	 Mimecast Sync & Recover	+90 	 DISTRIBUTION -- 10% 90%	23 REVIEWS
5	 CloudAlly Microsoft 365 Backup	+88 	 DISTRIBUTION -- 12% 88%	31 REVIEWS
6	 Veeam Backup for Office 365	+86 	 DISTRIBUTION -- 14% 86%	33 REVIEWS
7	 Metallic Backup	+80 	 DISTRIBUTION 2% 16% 82%	22 REVIEWS
CATEGORY AVERAGE		+91 	 DISTRIBUTION 1% 7% 92%	

-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- 100%	7 REVIEWS
-	 Veeam Explorers	+68 	 DISTRIBUTION -- 32% 68%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 	 DISTRIBUTION -- 100%	5 REVIEWS

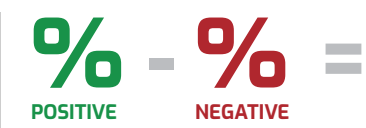
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 	 DISTRIBUTION -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+92 	 DISTRIBUTION -- 8% 92%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- 100%	8 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific “emotional spectrum” scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor’s Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



CATEGORY

Negotiation and Contract

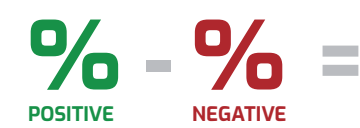
Negotiation doesn’t have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with you rather than against makes it more likely you’ll both be happy with the results. Use the data in this section to determine which vendors will negotiate pleasantly and in good faith.














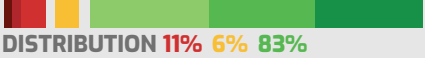

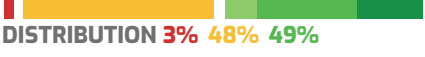

Emotional Footprint Details







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EMOTIONAL SPECTRUM SCALE









Greedy vs. Generous

1	 Dropsuite Email Backup	+98 😄	 DISTRIBUTION -- 2% 98%	42 REVIEWS
2	 BackupAssist	+95 😄	 DISTRIBUTION -- 5% 95%	23 REVIEWS
3	 Mimecast Sync & Recover	+94 😄	 DISTRIBUTION -- 6% 94%	23 REVIEWS
4	 Backup Exec	+86 😄	 DISTRIBUTION 4% 6% 90%	37 REVIEWS
5	 Veeam Backup for Office 365	+82 😄	 DISTRIBUTION 2% 14% 84%	33 REVIEWS
6	 Metallic Backup	+72 😊	 DISTRIBUTION 11% 6% 83%	22 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+46 😐	 DISTRIBUTION 3% 48% 49%	31 REVIEWS
CATEGORY AVERAGE		+83 😄	 DISTRIBUTION 3% 11% 86%	

-	 Spinbackup for G Suite	+100 😄	 DISTRIBUTION -- -- 100%	7 REVIEWS
-	 Veeam Explorers	+46 😐	 DISTRIBUTION 10% 34% 56%	7 REVIEWS
-	 Gmvault Gmail Backup	+87 😄	 DISTRIBUTION -- 13% 87%	5 REVIEWS

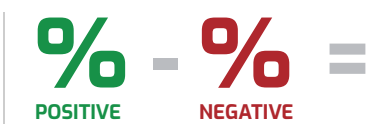
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 😄	 DISTRIBUTION -- -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+93 😄	 DISTRIBUTION -- 7% 93%	13 REVIEWS
-	 Vembu BDRSuite	+100 😄	 DISTRIBUTION -- -- 100%	8 REVIEWS
























Emotional Footprint Details






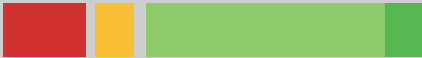


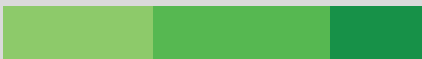
This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific “emotional spectrum” scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor’s Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE












Deceptive vs. Transparent

1	 Dropsuite Email Backup	+100 	 DISTRIBUTION -- 100%	42 REVIEWS
2	 BackupAssist	+100 	 DISTRIBUTION -- 100%	23 REVIEWS
3	 Backup Exec	+98 	 DISTRIBUTION -- 2% 98%	37 REVIEWS
4	 Veeam Backup for Office 365	+94 	 DISTRIBUTION -- 6% 94%	33 REVIEWS
5	 Mimecast Sync & Recover	+87 	 DISTRIBUTION 4% 5% 91%	23 REVIEWS
6	 Metallic Backup	+83 	 DISTRIBUTION 2% 13% 85%	22 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+71 	 DISTRIBUTION 3% 23% 74%	31 REVIEWS
CATEGORY AVERAGE		+92 	 DISTRIBUTION 1% 6% 93%	

-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- 100%	7 REVIEWS
-	 Veeam Explorers	+48 	 DISTRIBUTION 21% 10% 69%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 	 DISTRIBUTION -- 100%	5 REVIEWS

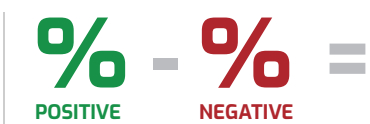
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 	 DISTRIBUTION -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+93 	 DISTRIBUTION -- 7% 93%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- 100%	8 REVIEWS
















Emotional Footprint Details


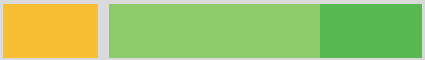




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific “emotional spectrum” scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor’s Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE









Over Promised vs. Over Delivered

1	 Dropsuite Email Backup	+95 😄	 DISTRIBUTION -- 5% 95%	42 REVIEWS
2	 BackupAssist	+87 😄	 DISTRIBUTION -- 13% 87%	23 REVIEWS
3	 Mimecast Sync & Recover	+84 😄	 DISTRIBUTION 4% 8% 88%	23 REVIEWS
4	 Backup Exec	+80 😄	 DISTRIBUTION 7% 6% 87%	37 REVIEWS
5	 Veeam Backup for Office 365	+67 😊	 DISTRIBUTION 6% 22% 73%	33 REVIEWS
6	 Metallic Backup	+53 😐	 DISTRIBUTION 15% 18% 68%	22 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+37 😞	 DISTRIBUTION 15% 33% 52%	31 REVIEWS
CATEGORY AVERAGE		+74 😊	 DISTRIBUTION 6% 14% 80%	

-	 Spinbackup for G Suite	+76 😊	 DISTRIBUTION -- 24% 76%	7 REVIEWS
-	 Veeam Explorers	+56 😐	 DISTRIBUTION -- 44% 56%	7 REVIEWS
-	 Gmvault Gmail Backup	+87 😄	 DISTRIBUTION -- 13% 87%	5 REVIEWS

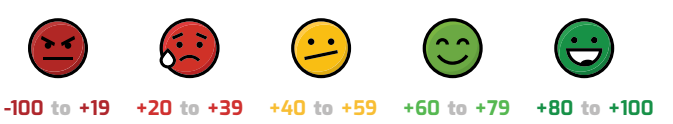
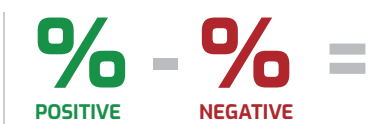
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+95 😄	 DISTRIBUTION -- 5% 95%	17 REVIEWS
-	 CloudAlly G Suite Backup	+93 😄	 DISTRIBUTION -- 7% 93%	13 REVIEWS
-	 Vembu BDRSuite	+100 😄	 DISTRIBUTION -- -- 100%	8 REVIEWS















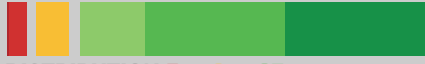
Emotional Footprint Details


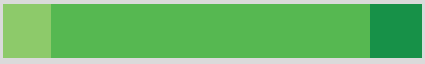




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EMOTIONAL SPECTRUM SCALE









Vendor's Interest First vs. Client's Interest First

1	 Dropsuite Email Backup	+98 😄	 DISTRIBUTION -- 2% 98%	42 REVIEWS
2	 Backup Exec	+90 😄	 DISTRIBUTION 4% 2% 94%	37 REVIEWS
3	 Mimecast Sync & Recover	+88 😄	 DISTRIBUTION -- 12% 88%	23 REVIEWS
4	 BackupAssist	+86 😄	 DISTRIBUTION 7% -- 93%	23 REVIEWS
5	 Veeam Backup for Office 365	+85 😄	 DISTRIBUTION 2% 10% 87%	33 REVIEWS
6	 CloudAlly Microsoft 365 Backup	+52 😐	 DISTRIBUTION 8% 32% 60%	31 REVIEWS
7	 Metallic Backup	+49 😐	 DISTRIBUTION 21% 9% 70%	22 REVIEWS
CATEGORY AVERAGE		+82 😄	 DISTRIBUTION 5% 8% 87%	

-	 Spinbackup for G Suite	+100 😄	 DISTRIBUTION -- -- 100%	7 REVIEWS
-	 Veeam Explorers	+47 😐	 DISTRIBUTION -- 53% 47%	7 REVIEWS
-	 Gmvault Gmail Backup	+76 😄	 DISTRIBUTION -- 24% 76%	5 REVIEWS

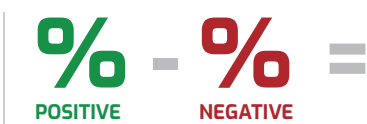
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 😄	 DISTRIBUTION -- -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+91 😄	 DISTRIBUTION -- 9% 91%	13 REVIEWS
-	 Vembu BDRSuite	+100 😄	 DISTRIBUTION -- -- 100%	8 REVIEWS
























Emotional Footprint Details










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EMOTIONAL SPECTRUM SCALE












Hardball Tactics vs. Friendly Negotiation

1	 Dropsuite Email Backup	+97 	 DISTRIBUTION -- 3% 97%	42 REVIEWS
2	 BackupAssist	+95 	 DISTRIBUTION -- 5% 95%	23 REVIEWS
3	 Backup Exec	+93 	 DISTRIBUTION -- 7% 93%	37 REVIEWS
4	 Mimecast Sync & Recover	+90 	 DISTRIBUTION 4% 3% 94%	23 REVIEWS
5	 Veeam Backup for Office 365	+86 	 DISTRIBUTION -- 14% 86%	33 REVIEWS
6	 Metallic Backup	+80 	 DISTRIBUTION 2% 16% 82%	22 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+73 	 DISTRIBUTION 3% 21% 76%	31 REVIEWS
CATEGORY AVERAGE		+89 	 DISTRIBUTION 1% 9% 90%	

-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- -- 100%	7 REVIEWS
-	 Veeam Explorers	+41 	 DISTRIBUTION 10% 39% 51%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 	 DISTRIBUTION -- -- 100%	5 REVIEWS

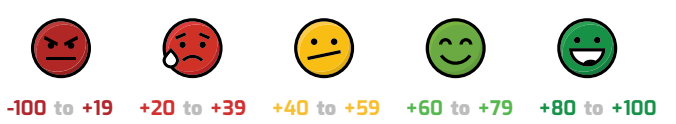
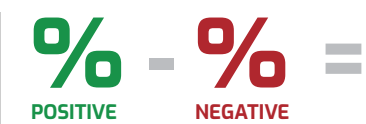
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 	 DISTRIBUTION -- -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+100 	 DISTRIBUTION -- -- 100%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- -- 100%	8 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



CATEGORY

Strategy and Innovation

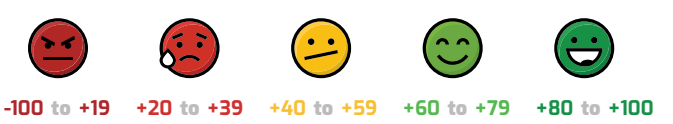
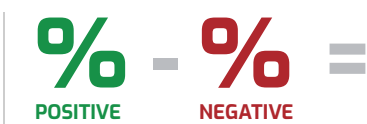
Your vendor’s attitude toward innovation is important; if they aren’t at least keeping pace with market directions and trends, they certainly won’t be enabling you to get ahead. Use the data in this section to gauge whether your vendor appreciates the need to innovate and the extent to which they’ll support you to do the same.


























Emotional Footprint Details










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EMOTIONAL SPECTRUM SCALE












Roadblock To Innovation vs. Helps Innovate

1	 Dropsuite Email Backup	+97 	 DISTRIBUTION -- 3% 97%	42 REVIEWS
2	 Mimecast Sync & Recover	+95 	 DISTRIBUTION -- 5% 95%	23 REVIEWS
3	 Backup Exec	+92 	 DISTRIBUTION 4% -- 96%	37 REVIEWS
4	 BackupAssist	+91 	 DISTRIBUTION 2% 5% 93%	23 REVIEWS
5	 Veeam Backup for Office 365	+86 	 DISTRIBUTION 4% 6% 90%	33 REVIEWS
6	 Metallic Backup	+77 	 DISTRIBUTION 8% 6% 85%	22 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+73 	 DISTRIBUTION 3% 21% 76%	31 REVIEWS
CATEGORY AVERAGE		+88 	 DISTRIBUTION 3% 6% 91%	

-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- -- 100%	7 REVIEWS
-	 Veeam Explorers	+90 	 DISTRIBUTION -- 10% 90%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 	 DISTRIBUTION -- -- 100%	5 REVIEWS

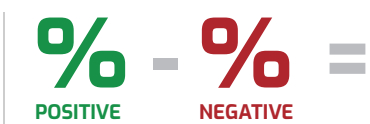
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+97 	 DISTRIBUTION -- 3% 97%	17 REVIEWS
-	 CloudAlly G Suite Backup	+91 	 DISTRIBUTION -- 9% 91%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- -- 100%	8 REVIEWS
















Emotional Footprint Details


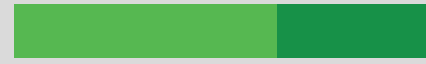



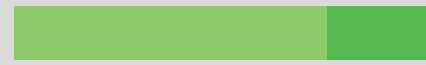
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EMOTIONAL SPECTRUM SCALE


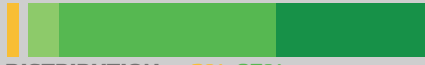






Stagnant vs. Continually Improving

1	 Dropsuite Email Backup	+98 😄	 DISTRIBUTION -- 2% 98%	42 REVIEWS
2	 Mimecast Sync & Recover	+97 😄	 DISTRIBUTION -- 3% 97%	23 REVIEWS
3	 Backup Exec	+92 😄	 DISTRIBUTION 4% -- 96%	37 REVIEWS
4	 BackupAssist	+90 😄	 DISTRIBUTION 5% -- 95%	23 REVIEWS
5	 CloudAlly Microsoft 365 Backup	+88 😄	 DISTRIBUTION -- 12% 88%	31 REVIEWS
6	 Metallic Backup	+83 😄	 DISTRIBUTION 2% 12% 85%	22 REVIEWS
7	 Veeam Backup for Office 365	+81 😄	 DISTRIBUTION 7% 5% 88%	33 REVIEWS
CATEGORY AVERAGE		+90 😄	 DISTRIBUTION 3% 4% 93%	

-	 Spinbackup for G Suite	+100 😄	 DISTRIBUTION -- -- 100%	7 REVIEWS
-	 Veeam Explorers	+36 😞	 DISTRIBUTION 21% 22% 57%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 😄	 DISTRIBUTION -- -- 100%	5 REVIEWS

PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+97 😄	 DISTRIBUTION -- 3% 97%	17 REVIEWS
-	 CloudAlly G Suite Backup	+91 😄	 DISTRIBUTION -- 9% 91%	13 REVIEWS
-	 Vembu BDRSuite	+100 😄	 DISTRIBUTION -- -- 100%	8 REVIEWS





















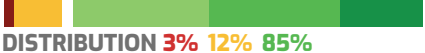


Emotional Footprint Details










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EMOTIONAL SPECTRUM SCALE



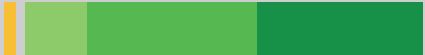








Charges For Product Enhancements vs. Includes Product Enhancements

1	 BackupAssist	+100 	 DISTRIBUTION -- 100%	23 REVIEWS
2	 Dropsuite Email Backup	+98 	 DISTRIBUTION -- 2% 98%	42 REVIEWS
3	 Mimecast Sync & Recover	+97 	 DISTRIBUTION -- 3% 97%	23 REVIEWS
4	 Backup Exec	+91 	 DISTRIBUTION 4% 2% 95%	37 REVIEWS
5	 Veeam Backup for Office 365	+86 	 DISTRIBUTION 7% -- 93%	33 REVIEWS
6	 Metallic Backup	+84 	 DISTRIBUTION 8% -- 92%	22 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+82 	 DISTRIBUTION 3% 12% 85%	31 REVIEWS
CATEGORY AVERAGE		+92 	 DISTRIBUTION 3% 2% 95%	

-	 Spinbackup for G Suite	+88 	 DISTRIBUTION -- 12% 88%	7 REVIEWS
-	 Veeam Explorers	+79 	 DISTRIBUTION -- 21% 79%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 	 DISTRIBUTION -- 100%	5 REVIEWS

PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+97 	 DISTRIBUTION -- 3% 97%	17 REVIEWS
-	 CloudAlly G Suite Backup	+91 	 DISTRIBUTION -- 9% 91%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- 100%	8 REVIEWS
























Emotional Footprint Details










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EMOTIONAL SPECTRUM SCALE












Leverages Incumbent Status vs. Appreciates Incumbent Status

1	 Dropsuite Email Backup	+100 	 DISTRIBUTION -- 100%	42 REVIEWS
2	 BackupAssist	+98 	 DISTRIBUTION -- 2% 98%	23 REVIEWS
3	 Mimecast Sync & Recover	+94 	 DISTRIBUTION -- 6% 94%	23 REVIEWS
4	 Backup Exec	+90 	 DISTRIBUTION 2% 7% 92%	37 REVIEWS
5	 Veeam Backup for Office 365	+81 	 DISTRIBUTION 7% 6% 88%	33 REVIEWS
6	 CloudAlly Microsoft 365 Backup	+72 	 DISTRIBUTION 5% 17% 77%	31 REVIEWS
7	 Metallic Backup	+69 	 DISTRIBUTION 11% 10% 80%	22 REVIEWS
CATEGORY AVERAGE		+88 	 DISTRIBUTION 3% 6% 91%	

-	 Spinbackup for G Suite	+88 	 DISTRIBUTION -- 12% 88%	7 REVIEWS
-	 Veeam Explorers	+16 	 DISTRIBUTION 31% 22% 47%	7 REVIEWS
-	 Gmvault Gmail Backup	+76 	 DISTRIBUTION -- 24% 76%	5 REVIEWS

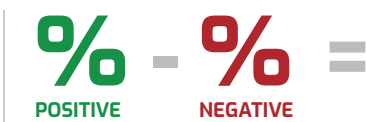
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+93 	 DISTRIBUTION -- 7% 93%	17 REVIEWS
-	 CloudAlly G Suite Backup	+100 	 DISTRIBUTION -- 100%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- 100%	8 REVIEWS
























Emotional Footprint Details










This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific “emotional spectrum” scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor’s Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE












Despised vs. Inspiring

1	 Dropsuite Email Backup	+100 	 DISTRIBUTION -- 100%	42 REVIEWS
2	 Mimecast Sync & Recover	+92 	 DISTRIBUTION -- 8% 92%	23 REVIEWS
3	 BackupAssist	+91 	 DISTRIBUTION 2% 5% 93%	23 REVIEWS
4	 Backup Exec	+91 	 DISTRIBUTION 4% 2% 95%	37 REVIEWS
5	 Metallic Backup	+87 	 DISTRIBUTION 5% 3% 92%	22 REVIEWS
6	 Veeam Backup for Office 365	+83 	 DISTRIBUTION 7% 3% 90%	33 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+56 	 DISTRIBUTION 5% 33% 61%	31 REVIEWS
CATEGORY AVERAGE		+88 	 DISTRIBUTION 3% 6% 91%	

-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- 100%	7 REVIEWS
-	 Veeam Explorers	+80 	 DISTRIBUTION 10% -- 90%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 	 DISTRIBUTION -- 100%	5 REVIEWS

PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+97 	 DISTRIBUTION -- 3% 97%	17 REVIEWS
-	 CloudAlly G Suite Backup	+84 	 DISTRIBUTION -- 16% 84%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- 100%	8 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific “emotional spectrum” scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor’s Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



%

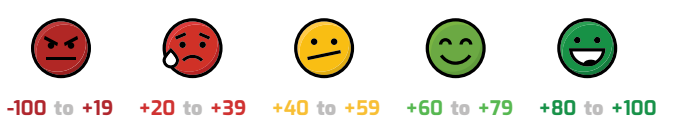
POSITIVE

-

%

NEGATIVE

=



CATEGORY

Product Impact

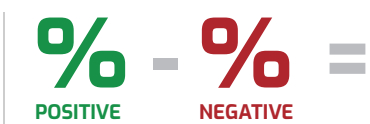
Software needs to reliably enable your performance and productivity. Use the data in this section to see which vendors will propel you forward and which will be deadweight you’ll need to carry.




















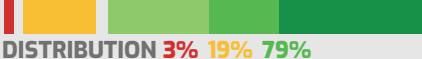





Emotional Footprint Details



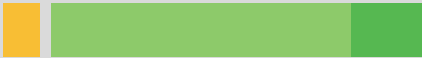






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EMOTIONAL SPECTRUM SCALE












Unreliable vs. Reliable

1	 Dropsuite Email Backup	+100 	 DISTRIBUTION -- 100%	42 REVIEWS
2	 BackupAssist	+100 	 DISTRIBUTION -- 100%	23 REVIEWS
3	 Mimecast Sync & Recover	+97 	 DISTRIBUTION -- 3% 97%	23 REVIEWS
4	 Backup Exec	+96 	 DISTRIBUTION -- 4% 96%	37 REVIEWS
5	 Veeam Backup for Office 365	+86 	 DISTRIBUTION 7% -- 93%	33 REVIEWS
6	 CloudAlly Microsoft 365 Backup	+76 	 DISTRIBUTION 3% 19% 79%	31 REVIEWS
7	 Metallic Backup	+64 	 DISTRIBUTION 15% 6% 79%	22 REVIEWS
CATEGORY AVERAGE		+90 	 DISTRIBUTION 3% 4% 93%	

-	 Veeam Explorers	+90 	 DISTRIBUTION -- 10% 90%	7 REVIEWS
-	 Spinbackup for G Suite	+88 	 DISTRIBUTION -- 12% 88%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 	 DISTRIBUTION -- 100%	5 REVIEWS

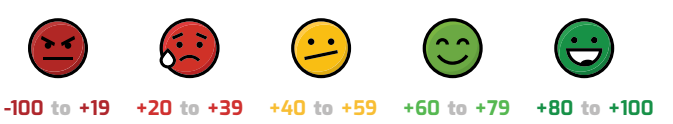
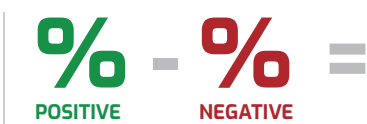
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 	 DISTRIBUTION -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+100 	 DISTRIBUTION -- 100%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- 100%	8 REVIEWS





















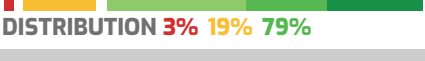


Emotional Footprint Details



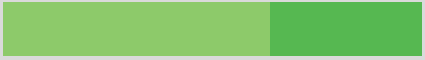






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EMOTIONAL SPECTRUM SCALE












Restricts Productivity vs. Enables Productivity

1	 Dropsuite Email Backup	+100 	 DISTRIBUTION -- 100%	42 REVIEWS
2	 Mimecast Sync & Recover	+97 	 DISTRIBUTION -- 3% 97%	23 REVIEWS
3	 Backup Exec	+92 	 DISTRIBUTION 4% -- 96%	37 REVIEWS
4	 BackupAssist	+91 	 DISTRIBUTION -- 9% 91%	23 REVIEWS
5	 Metallic Backup	+86 	 DISTRIBUTION 2% 10% 88%	22 REVIEWS
6	 Veeam Backup for Office 365	+84 	 DISTRIBUTION 4% 8% 88%	33 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+76 	 DISTRIBUTION 3% 19% 79%	31 REVIEWS
CATEGORY AVERAGE		+90 	 DISTRIBUTION 2% 6% 92%	

-	 Veeam Explorers	+100 	 DISTRIBUTION -- 100%	7 REVIEWS
-	 Spinbackup for G Suite	+88 	 DISTRIBUTION -- 12% 88%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 	 DISTRIBUTION -- 100%	5 REVIEWS

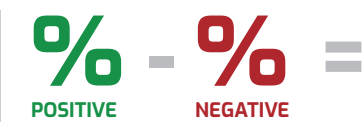
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+86 	 DISTRIBUTION 7% -- 93%	17 REVIEWS
-	 CloudAlly G Suite Backup	+95 	 DISTRIBUTION -- 5% 95%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- 100%	8 REVIEWS

































Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



Performance Restricting vs. Performance Enhancing

1	 Dropsuite Email Backup	+98 	 DISTRIBUTION -- 2% 98%	42 REVIEWS	-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- -- 100%	7 REVIEWS
2	 Mimecast Sync & Recover	+97 	 DISTRIBUTION -- 3% 97%	23 REVIEWS	-	 Veeam Explorers	+68 	 DISTRIBUTION -- 32% 68%	7 REVIEWS
3	 BackupAssist	+93 	 DISTRIBUTION -- 7% 93%	23 REVIEWS	-	 Gmvault Gmail Backup	+52 	 DISTRIBUTION 24% -- 76%	5 REVIEWS
4	 Backup Exec	+92 	 DISTRIBUTION 4% -- 96%	37 REVIEWS					
5	 Veeam Backup for Office 365	+86 	 DISTRIBUTION 4% 6% 90%	33 REVIEWS					
6	 CloudAlly Microsoft 365 Backup	+74 	 DISTRIBUTION 3% 20% 77%	31 REVIEWS					
7	 Metallic Backup	+69 	 DISTRIBUTION 8% 14% 77%	22 REVIEWS					
	CATEGORY AVERAGE	+88 	 DISTRIBUTION 3% 6% 91%						

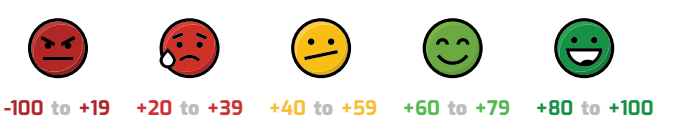
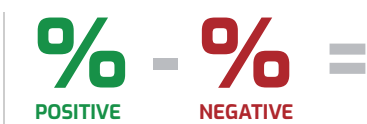
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 	 DISTRIBUTION -- -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+100 	 DISTRIBUTION -- -- 100%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- -- 100%	8 REVIEWS
















Emotional Footprint Details




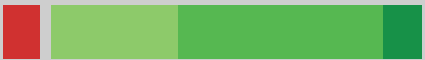

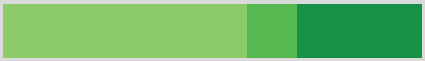
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EMOTIONAL SPECTRUM SCALE









Commodity Features vs. Unique Features

1	 Dropsuite Email Backup	+96 😄	 DISTRIBUTION -- 4% 96%	42 REVIEWS
2	 BackupAssist	+91 😄	 DISTRIBUTION 2% 5% 93%	23 REVIEWS
3	 Mimecast Sync & Recover	+88 😄	 DISTRIBUTION -- 12% 88%	23 REVIEWS
4	 Backup Exec	+84 😄	 DISTRIBUTION 5% 5% 89%	37 REVIEWS
5	 Veeam Backup for Office 365	+83 😄	 DISTRIBUTION 4% 9% 87%	33 REVIEWS
6	 Metallic Backup	+71 😄	 DISTRIBUTION 5% 19% 76%	22 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+61 😄	 DISTRIBUTION 3% 33% 64%	31 REVIEWS
CATEGORY AVERAGE		+84 😄	 DISTRIBUTION 3% 11% 87%	

-	 Spinbackup for G Suite	+100 😄	 DISTRIBUTION -- -- 100%	7 REVIEWS
-	 Veeam Explorers	+80 😄	 DISTRIBUTION 10% -- 90%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 😄	 DISTRIBUTION -- -- 100%	5 REVIEWS

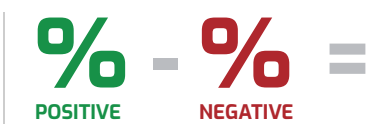
PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+100 😄	 DISTRIBUTION -- -- 100%	17 REVIEWS
-	 CloudAlly G Suite Backup	+93 😄	 DISTRIBUTION -- 7% 93%	13 REVIEWS
-	 Vembu BDRSuite	+100 😄	 DISTRIBUTION -- -- 100%	8 REVIEWS
























Emotional Footprint Details










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EMOTIONAL SPECTRUM SCALE












Security Frustrates vs. Security Protects

1	 Dropsuite Email Backup	+98 	 DISTRIBUTION -- 2% 98%	42 REVIEWS
2	 BackupAssist	+96 	 DISTRIBUTION 2% -- 98%	23 REVIEWS
3	 Mimecast Sync & Recover	+95 	 DISTRIBUTION -- 5% 95%	23 REVIEWS
4	 Backup Exec	+95 	 DISTRIBUTION -- 5% 95%	37 REVIEWS
5	 Veeam Backup for Office 365	+92 	 DISTRIBUTION 4% -- 96%	33 REVIEWS
6	 Metallic Backup	+86 	 DISTRIBUTION 2% 10% 88%	22 REVIEWS
7	 CloudAlly Microsoft 365 Backup	+83 	 DISTRIBUTION -- 17% 83%	31 REVIEWS
CATEGORY AVERAGE		+93 	 DISTRIBUTION 1% 5% 94%	

-	 Spinbackup for G Suite	+100 	 DISTRIBUTION -- -- 100%	7 REVIEWS
-	 Veeam Explorers	+100 	 DISTRIBUTION -- -- 100%	7 REVIEWS
-	 Gmvault Gmail Backup	+100 	 DISTRIBUTION -- -- 100%	5 REVIEWS

PRODUCTS WITH INSUFFICIENT DATA

-	 SyncBackPro	+89 	 DISTRIBUTION -- 11% 89%	17 REVIEWS
-	 CloudAlly G Suite Backup	+100 	 DISTRIBUTION -- -- 100%	13 REVIEWS
-	 Vembu BDRSuite	+100 	 DISTRIBUTION -- -- 100%	8 REVIEWS