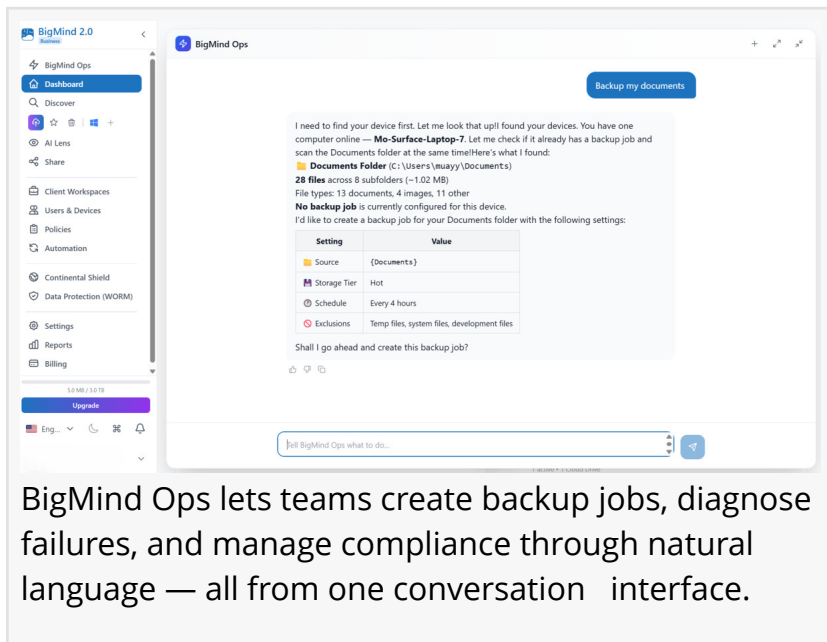


Genie9 Launches BigMind 2.0, Bringing Conversational AI to Cloud Backup Operations

New platform combines natural-language backup administration, WhatsApp monitoring, built-in compliance, and three-tier storage from \$10 per user per month

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/EINPresswire.com/ -- New platform combines natural-language backup administration, read-only WhatsApp monitoring, built-in compliance, and three-tier cloud storage for businesses starting at \$10 per user per month



BigMind Ops lets teams create backup jobs, diagnose failures, and manage compliance through natural language — all from one conversational interface.

Genie9 Ltd today announced the general availability of [BigMind 2.0](#), a cloud backup platform for businesses that brings conversational AI, read-only WhatsApp monitoring, built-in compliance, and cost-optimized storage into a single product. The release is designed to help teams simplify data protection, reduce storage costs, and lower the operational burden of running backups.

“

Backup is essential, but running it is still far more complicated than it should be. BigMind 2.0 lets teams ask for what they need in plain language and stay compliant without more tools.”

Muayyad Shehadeh, CEO, Genie9

Conversational Backup Administration

At the center of BigMind 2.0 is BigMind Ops, a conversational interface for backup administration. Instead of navigating configuration screens, teams type instructions in plain language. A user can type "Analyze my computer and back up the important files" and BigMind Ops will scan the device, identify critical data, and create a backup job -- with explicit confirmation required before

any write action is carried out.

Other operations include diagnosing failed backups, generating compliance reports, creating

data retention policies, managing user permissions, and searching backed-up files by name or content.

"Backup is essential, but running it is still far more complicated than it should be," said Muayyad Shehadeh, CEO of Genie9. "BigMind 2.0 brings backup administration into the era of conversational software. Teams can ask for what they need in plain language, monitor the environment from anywhere, and stay compliant without layering on more tools."

Read-Only WhatsApp Monitoring

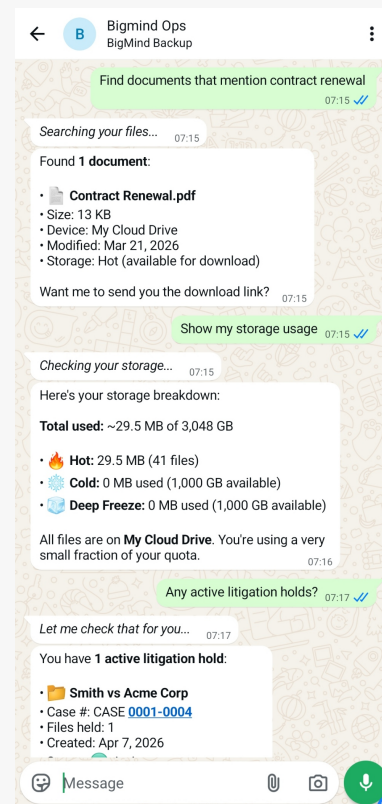
BigMind 2.0 extends visibility into the backup environment through WhatsApp. The same conversational AI that powers BigMind Ops on the web is available in a WhatsApp conversation, giving administrators mobile access to backup status, device health, storage usage, and file search without opening a browser.

An IT administrator can message BigMind on WhatsApp when a backup fails overnight and receive the device name, error details, and affected files within seconds. An MSP managing multiple client environments can check on all of them from a single WhatsApp conversation.

WhatsApp access is strictly read-only at the system level. The AI cannot delete, modify, or create data through WhatsApp, even if asked. Account linking uses a one-time code generated from the web dashboard, every interaction is audit-logged, and



BigMind 2.0 by Genie9 — Intelligent Cloud Backup for Business



BigMind Ops on WhatsApp gives administrators read-only access to backup status, file search, storage usage, and compliance monitoring from any phone.

organization administrators can enable or disable access instantly. File download links expire after 15 minutes and are single-use.

BigMind Ops on WhatsApp is included with all plans at no additional cost.

Three-Tier Storage

BigMind 2.0 includes three storage tiers -- Hot, Cold, and Deep Freeze -- allowing businesses to align storage cost with data access patterns.

- Hot Storage (\$15/TB/month): Immediate access for daily working files
- Cold Storage (\$8/TB/month): Lower-cost storage for quarterly archives
- Deep Freeze (\$5/TB/month): Long-term archival for compliance records and historical data

By moving less frequently accessed data into lower-cost archival tiers, organizations can reduce storage costs by up to 67 percent compared with keeping all data in a single hot tier. BigMind Ops can automate this distribution based on rules set through natural language.

Built-In Compliance

For regulated industries, the Professional plan includes WORM (Write Once, Read Many) protection and litigation hold. Protected Mode provides software-enforced immutability that blocks deletion by all users, including administrators. Compliance Vault provides hardware-enforced immutability backed by AWS S3 Object Lock, meeting SEC 17a-4, HIPAA, FINRA, and SOX requirements.

Litigation hold allows legal teams to preserve data for active cases with full audit trails, case-based management, and controlled release -- without requiring separate eDiscovery software. These capabilities help small and midsize teams meet regulatory requirements without a separate enterprise product.

Content Intelligence

Professional users also get AI Lens, BigMind's content intelligence layer for images and documents. The system provides automatic content labeling, OCR text extraction, and face recognition across backed-up files.

For healthcare organizations, AI Lens Medical is available as a \$15 per user per month add-on, adding a browser-based DICOM viewer with measurements, AI-assisted consultation tools, report generation, and patient organization. AI Lens Medical is intended for review and

consultation workflows, not primary diagnostic use.

Pricing and Availability

BigMind 2.0 is available immediately with a [14-day free trial](#) requiring no credit card.

- Standard: \$10/user/month (\$100/year) -- BigMind Ops, 500 GB per user, 3 devices per user, 30-day versioning
- Professional: \$24/user/month (\$240/year) -- All Standard features plus AI Lens, WORM protection, litigation hold, 5 devices per user, 1-year versioning

Additional storage is available as add-ons. The platform supports Windows, macOS, Linux, iOS, Android, and database backup for MySQL and MSSQL.

A white-label [partner program](#) is available for MSPs and IT resellers, with wholesale pricing and full custom branding -- domain, logo, interface, and AI assistant identity.

About Genie9

Genie9 Ltd is a data protection company founded in 2006. The company builds backup, compliance, and cloud data management products for businesses and consumers. Genie9 is headquartered in London, with development operations in Amman, Jordan.

Product page: <https://genie9.com/products/bigmind2>

Free trial: <https://bigmind2.genie9.com>

Partner program: <https://genie9.com/partners>

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