

Egnyte Helps European Resellers Cash In on Rapid Growth of Hybrid Cloud

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Channel Program Attracts Over 500 Resellers in just Four Months

London, UK. - August 11, 2011 - Egnyte (<http://www.egnyte.co.uk/>), a leading provider of cloud file server (<http://www.egnyte.co.uk/file-server/online-file-server.html>) solutions, today announced a major milestone in its channel program. Since its launch only four months ago, over 500 resellers have joined the Egnyte Reseller Program (<http://www.egnyte.co.uk/resellers/>), 60 in Europe, where the company launched earlier this year (<http://www.egnyte.co.uk/press-releases/2011-07-26-egnyte-uk-expansion.html>).

Businesses are demanding the flexible access offered by the cloud, but require the enterprise-class security (<http://www.egnyte.co.uk/file-server/security-privacy.html>) and on-premise options delivered by Egnyte Cloud File Server (<http://www.egnyte.co.uk/file-server/online-file-server.html>). Resellers can meet this demand and create a sustained revenue stream with the Egnyte subscription model, the on-premise component of the hybrid solution, and a tiered compensation model that rewards performance. Value-added resellers (VARs), systems integrators (SIs) and managed service providers (MSPs) around the world are harnessing Egnyte to build their businesses.

“The Egnyte Reseller Program’s fast growth shows that Egnyte’s hybrid approach truly resonates,” said Nick Billington, head of SMB at the 848 Group, a UK independent cloud consultancy. “Resellers can make recurring revenues by adopting the cloud model for delivering services. Egnyte’s hybrid cloud and on-premise solution allows us to enhance the offering with additional services.”

According to a November 2010 Forrester Research Inc. report that surveyed technology channel partner executives [1], almost half of companies see security as a major concern when adopting the cloud or Software as a Service (SaaS).

Egnyte delivers 5 layers of security (<http://www.egnyte.co.uk/file-server/security-privacy.html>), including physical, network, transmission, access, and data security, which is crucial for adoption by businesses. With Egnyte, authorized IT administrators centrally administer and control all access.

“All but the smallest of companies are going to wind up with some type of hybrid cloud or on-premise architecture (<http://www.egnyte.co.uk/online-storage/fast-local-access.html>),” stated the Forrester Research report. “That means integration is paramount, not just between different vendors’ software products, but between customers’ IT operations environments and cloud resources.”

Egnyte's Channel Program gives VARs, SIs and MSPs opportunities that can't be found elsewhere in the industry. Egnyte's unique, industry-leading tools include:

- A compelling cloud file server solution for customers that is simple, safe and cost-effective.
- Recurring tiered commissions that increase with the amount of sales.
- A hybrid cloud solution that eliminates channel conflict inherent in pure cloud solutions.

- A solution that easily integrates on-premise and cloud-based technologies.

Egnyte's unique hybrid cloud technology delivers fast local performance, offline access and automatic synchronization between the cloud and local storage. Egnyte can be easily integrated with existing environments and other cloud services. Resellers can customize Egnyte's cloud sharing, storage and backup solutions to precisely fit end users' needs.

Egnyte provides complete support for resellers, including a simple program, comprehensive training, sales and marketing tools, dedicated high-priority support, and access to a private Reseller Portal to manage their customers, business and commissions. Egnyte allows partners to build differentiated services with technology including NETGEAR® ReadyNAS® (<http://www.egnyte.com/netgear/>), VMware® (<http://www.egnyte.co.uk/online-storage/enterprise-local-cloud-features.html>), Salesforce.com®, and Google Docs. Resellers can also build customized solutions to meet industry requirements, such as SEC/FINRA or HIPAA compliance.

Reseller testimonials

"Egnyte has allowed us to adjust our business model to the cloud," said Olivier Olbrechts, founder of PCgenius, an IT service partner based in Brussels. "We can generate recurring revenues from Egnyte. There is no conflict between channels because we own the customer relationship."

"The addition of a data center in Amsterdam has allowed us to sign new customers with Egnyte," said Tim Kieft of Software Company, a Netherlands-based cloud computing solution provider. "There is tremendous demand for cloud solutions, and Egnyte delivers the security and performance businesses require."

"We have found Egnyte a popular solution with our customers," said Richard Brain, Technical Director of Dunston IT, a UK-based systems integrator. "With Egnyte running on the NETGEAR® ReadyNAS®, our customers have the accessibility of the cloud combined with the performance and security of their on-premise solution."

"Through the Egnyte Reseller Program, VARs, SIs and MSPs can generate significant returns while meeting an existing market demand for customized, hybrid solutions," said Filip Kesler, vice president of business development and channels for Egnyte. "As a result, resellers can easily grow their businesses. With 500 channel partners signed up since launching the program four months ago, the Egnyte Reseller Program has tremendous momentum."

To find out more about the Egnyte Reseller Program and to sign up, please visit www.egnyte.com/resellers.

Sources:

[1] "Channel Models in the Era of the Cloud," Forrester Research, 3 November 2010.

About Egnyte

Egnyte allows businesses to share files safely. Egnyte Cloud File Server delivers file storage (<http://www.egnyte.co.uk/online-storage/online-storage-overview.html>), sharing (<http://www.egnyte.co.uk/file-sharing/online-file-sharing-features.html>) and backup (<http://www.egnyte.co.uk/backup/computer-backup-features.html>) capabilities that are easy to use, yet provide the centralized visibility and control required to enforce business policies. Egnyte Local Cloud (<http://www.egnyte.co.uk/online-storage/local-cloud-features.html>) utilizes hybrid cloud (<http://www.egnyte.co.uk/online-storage/fast-local-access.html>) technology to combine cloud storage flexibility with local storage performance. Local and cloud files are automatically synchronized for offline and online access. Egnyte, based in Mountain View, California, is a privately held company backed by venture capital firms Kleiner Perkins Caufield & Byers, Floodgate Fund, and Polaris Venture Partners (<http://www.egnyte.co.uk/corp/investors.html>). For more information, please visit www.egnyte.com or call 1-877-7EGNYTE.

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