

# Unitrends Brings Unrivaled Backup Overseas with Major International Expansion

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London hub to advance company's European growth to match its high-velocity business in the U.S.

CISCO LIVE! LONDON – Jan. 31, 2013 – Unitrends, the leading provider of all-in-one backup (<http://www.unitrends.com/>), archiving, instant recovery and disaster recovery solutions, today announced a significant company expansion in Europe. The announcement comes just weeks after Unitrends reported 2012 as the best year in company history, with 88 percent growth 2012 over 2011. Unitrends has already built a solid international presence, with steady sales and a growing network of customers and partners. The addition of a London-based hub will enable the company to better serve its constituents and advance its European business to match the high-velocity one it has created in the U.S.

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<http://www.cisco-live.com>

“Our strategy for success in Europe is to follow the same, three-pronged approach that has propelled us to explosive growth in the U.S.,” said Mike Coney, CEO of Unitrends. “This foundation consists of offering advanced technology that protects data across physical, virtual and cloud environments, providing customers with unrivaled support and service, and driving the company with strong leadership.”

Unitrends' strong portfolio of all-in-one backup and recovery solutions is available in international markets, including the Recovery Series (<http://www.unitrends.com/products/appliance-family.html>) of physical appliances that support up to 97 TB of raw capacity, as well as Unitrends Enterprise Backup™ (<http://www.unitrends.com/unitrends-enterprise-backup.html>), its software-only virtual appliance. With a focus on providing unified data protection across heterogeneous environments at the lowest total cost of ownership in the industry, Unitrends is continually investing in product development to help companies seamlessly protect data on-premise, on virtual machines and in the cloud. For example, last year, Unitrends became the first vendor to support Windows Server® 2012 Hyper-V® and VMware® vSphere™ 5.1, and, in Q4, the company announced Unitrends Release 7.0 (<http://www.unitrends.com/company/our-news/21-our-news/416-unitrends-unveils-next-generation-software-for-its-portfolio-of> the next generation of software powering its physical and virtual appliances.

“In most cases, our customers' infrastructures are and will remain a hybrid of physical and virtual servers,” said Carl Dipane, technical director at CD-DataHouse, one of a growing number of Unitrends' distribution partners in the UK. “As they discover Unitrends, they realise that deploying different backup solutions for virtual, physical and cloud environments is neither economical nor practical. As a result, they are jumping ship from their existing backup technology providers and turning to Unitrends' all-in-one solutions that protect data across heterogeneous environments. Unitrends delivers advanced technology with seamless simplicity and at a price point that SMBs can afford. As the company expands further into Europe, we will certainly do our part to help a growing local audience learn of the many

benefits Unitrends provides.”

“We were looking for a solution that we could trust to back up and restore our data without requiring constant management by IT,” said Richard Palmer, IT manager at Balderton Capital. “This is exactly what we got with Unitrends. The technology was painless to deploy, and it’s extremely easy to use. I can honestly say that backup and recovery is one thing I don’t have to worry about anymore.”

Behind Unitrends’ innovative technology is an unrivaled support team that strives for a customer satisfaction rating exceeding 98 percent. Unitrends is working to build an established network of partners in Europe that will support the company in its mission to deliver the same superior level of care and service internationally that its North American customers have grown accustomed to. Unitrends is also actively recruiting a European General Manager to oversee operations and the company’s international success.

“Partnering with Unitrends was an easy decision for us,” said Mukesh Gupta, managing director at e92plus

([http://www.e92plus.com/news/details/13-01-15/e92plus\\_partners\\_with\\_Unitrends\\_to\\_bring\\_enterprise\\_data\\_protection\\_to\\_the\\_uk](http://www.e92plus.com/news/details/13-01-15/e92plus_partners_with_Unitrends_to_bring_enterprise_data_protection_to_the_uk)) which signed on as one of Unitrends’ new UK partners earlier this month. “The company offers best-in-class backup and recovery technology that protects data across hybrid environments. Add to that the fact that the solutions are simple and affordable, and the company has unrivaled customer support, and we knew this was a partnership that would benefit our resellers tenfold. We look forward to supporting Unitrends in its mission to deliver to European customers the same level of care, commitment and value that has made it so successful in the U.S.”

As a kick-off to the company’s international expansion, Unitrends will be attending Cisco Live! London, taking place Jan. 28-Feb. 1, 2013, at the ICC London ExCeL. In addition to discussing the expansion, the company will also be demonstrating Unitrends Release 7.0 and showcasing the software’s new features that bolster data protection in virtualised and cloud environments, while providing an expanded range of platform and enterprise application support. Stop by Unitrends’ booth (E77) in the World of Solutions Exhibition to learn more and to enter to win a Microsoft® Surface™ giveaway.

For more information on Unitrends and its enterprise-class data protection solutions for heterogeneous environments, please visit [www.unitrends.com](http://www.unitrends.com).

## About Unitrends

The trusted provider of all-in-one backup solutions, Unitrends enables its customers to focus on their business instead of backup. The company’s family of scalable, all-in-one appliances and software solutions for backup, archiving, instant recovery and disaster recovery protects corporate data, over 100 different versions of servers, operating systems (including Windows, Hyper-V, VMware, Mac OS, Linux, AIX, Solaris and many others), SAN, NAS, hypervisors (including Hyper-V and VMware) and applications (including Exchange, SQL, Oracle and many others). Unitrends is the preferred choice of IT professionals because the company sets the standard in virtual, physical and cloud server data protection with instant recovery that enables complete system recovery in less than five minutes while Unitrends’ pricing offers the lowest TCO in the industry. Unitrends’ U.S.-based support team boasts a 99% customer satisfaction

rate. Visit [www.unitrends.com](http://www.unitrends.com).

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