

GFI Software restructures to create LogicNow and GFI

Submitted by: GFI Software

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Management, investors and award-winning products remain as company re-organises to support growth

London, UK – 8 September 2014 – GFI Software (<http://www.gfi.com/>) today announced a corporate restructure as it evolves to support rapid growth across its portfolio. LogicNow, which includes GFI MAX, IASO cloud back-up and other cloud-based products, will focus on SaaS technologies under a subscription model. GFI will focus on private cloud solutions delivered to IT administrators in end-user organisations. While the companies will run as separate entities, the management teams of each business and investors that have driven the company's success to date remain unchanged.

GFI MAX, which celebrates its 10th anniversary this month, is the most successful Managed Service Provider (MSP) platform in the world with 10,000+ customers across more than 100 countries. As part of the reorganisation GFI MAX will be re-named MAXfocus. With award-winning products such as MAXRemoteManagement, MAXMail, MAXServiceDesk and MAXBackup, MAXfocus will remain completely focused on delivering to the needs of MSPs and IT service providers.

“There has never been a more exciting time to be an MSP. The market for those IT support companies that have made the leap from break/fix to MSP is growing rapidly and evolving as cloud and mobile services proliferate. We've enabled and shared in this success. This re-organisation allows us to continue to develop and deliver on our vision for the industry,” said Dr. Alistair Forbes, general manager of LogicNow. “MAXfocus has grown at over 50% per year for each of the last five years. We're adding hundreds of new MSPs to our platform every month. The creation of LogicNow enables us to redouble our focus on cloud-based technology for MSPs and build on our position as the undisputed leader in this market.”

MAXfocus now has an active community of over 10,000 MSPs and a development roadmap that introduces functional improvements at a much faster rate than any of our competitors. Recent new capabilities that have been integrated into our management platform include Web Protection, cloud services management and our hosted email security solutions, making our RemoteManagement platform the most comprehensive in the industry.

“There are some very clear challenges facing today's larger MSPs and those who aspire to evolve their IT support businesses into next generation partners for their customers,” continued Forbes. “They must grow their service portfolio to anticipate customer needs while scaling their businesses profitably. Substandard platforms frustrate an MSP's ability to move with the market, which creates significant opportunities for us with our experience of migrating MSPs onto MAXfocus.”

“Separation will allow both LogicNow and GFI to focus on their core markets and optimise their product strategies for their large and growing customer bases,” said Walter Scott, CEO of LogicNow and GFI. “Creating two separate and focused businesses from one improves our operational effectiveness and enables us to maintain our industry-leading growth rates. Aside from that, it's business as usual.”

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About GFI Software

GFI Software™ develops quality IT solutions for businesses with up to 1,000 users. Serving more than 200,000 companies, GFI's portfolio includes network security, patch and vulnerability management, anti-spam, faxing and archiving solutions. Easy to use, install and manage, GFI's products help businesses to monitor, manage and secure their networks and data effectively, with minimal administrative overhead. GFI is a channel-focused company with thousands of partners throughout the world. The company has received numerous awards and industry accolades, and is a longtime Microsoft® Gold ISV Partner.

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