

# Evolution of IT Service Delivery Sees the Launch of Predatar Ltd

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Oxford, UK: Data protection expert, Silverstring has announced the launch of a spinoff company, Predatar Ltd which aims to help traditional Value-Added Resellers (VARs) and Managed Service Providers (MSPs) accelerate and scale their subscription services, creating profitable revenue streams and deeper customer engagement.

Predatar is a business automation platform that enables the delivery of global services to multiple concurrent clients. Using machine learning and cloud orchestration, it supports multiple use cases for shared, dedicated, hybrid cloud IT infrastructure services, such as Backup, Disaster Recovery and Data Management.

Alistair Mackenzie, Founder of Predatar and Silverstring explains: "With cloud services booming, hardware declining and ever tighter margins, VARs are having to reposition themselves in order to remain relevant. Having gone through a similar transition with Silverstring, we've used this experience to form Predatar and help solve the challenge of how to scale data protection delivered as-a-service."

The Predatar platform helps service providers not only scale their operations but gain greater insights from their clients and raise the benchmark of value-added data protection services. IT channel players with the experience and know-how will understand that to be profitable in subscription services requires a complete re-wiring of the business, which can take time and can be costly. Predatar helps to accelerate this process. It's the combination of automation and insight that drives revenue generation and cuts costs.

Alina Mot, CEO, Empalis said: "Predatar has given our business a new direction and new sources of revenue, which makes the future very exciting. We are building new channels of predictable, sustainable revenue, without any new investment in headcount, or skills."

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## About Predatar Ltd

The Predatar platform enables the traditional Value-Added Reseller (VAR) to evolve into a Managed Service Provider through the delivery of remote management, on-premise BaaS, cloud backup and DRaaS offerings.  
[www.predatar.com](http://www.predatar.com)

## About Silverstring Ltd

Silverstring uses its strengths and experience to help its clients make the most of their data and solve challenges across security, availability and preservation.  
[www.silverstring.com](http://www.silverstring.com)

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