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Egnyte Data Shows That Cloud is Driving iPad Usage in Business

*70 percent of Mobile Business Cloud File Sharing Occurs Using iPad/iPhone,
with 2/3 of usage occurring during business hours*

MOUNTAIN VIEW, Calif.—January 30, 2012—Egnyte, the leading provider of [hybrid cloud file server](#) solutions today released analysis of its closely monitored usage statistics, revealing a variety of findings on tablet and mobile phone usage over Q4 of 2011. Most notable was that two-thirds iOS based device use (Apple iPhone/iPad) occurred during business hours (8AM-6PM). Further, iOS devices comprised 70 percent of overall usage, over double that of Android based devices (28 percent).

Business users don't take holidays

Egnyte's unique IT based focus on businesses from small to enterprise, and not freemium consumer products, means that the data returned reflects use by businesses who are paying customers, and not consumers. Holiday usage provides one of the more interesting data points. When looking at daily mobile usage for Labor Day, Thanksgiving and Christmas, Egnyte found use remained consistent with regular non-holiday weekends. Thanksgiving day was actually highest for a weekend at 2 percent of monthly usage (non-holiday weekends range from a low of 1.2 percent of traffic to a high of 2.1 percent of traffic).

Tablet and mobile phone use has surged, and our records indicate that the business sector has not escaped this trend. A Jan. 23 study from Pew Research Center indicated that the holiday season has produced a dramatic doubling in ownership of tablet devices amongst college graduates, growing to 31 percent¹. Add to that the more than 100 tablets introduced at the 2011 Consumer Electronics show,² and this year's focus on thinner, faster and cheaper tablets and phones, and the trend to mass adoption tablets becomes self evident.

"The number of tablets in the enterprise has grown exponentially in a very short period of time," said Vineet Jain, CEO of Egnyte. "Egnyte use data suggests that iPads and iPhones are the dominant tool to access the cloud, at nearly double the rate of Android. This is very likely caused by a dramatic increase in productivity applications and acceptance of the cloud in the enterprise. When combined, this trend will propel tablets to displace laptops as the device to use when on the go, whether for taking notes at an office meeting or for presentations in the field."

¹ Pew Announcement: <http://www.pewinternet.org/Reports/2012/E-readers-and-tablets/Findings.aspx> Original Study here: http://www.pewinternet.org/~media/Files/Reports/2012/Pew_Tablets%20and%20e-readers%20double%201.23.2012.pdf

² <http://www.windowsitpro.com/article/mobile-and-wireless2/100-tablets-unveiled-at-ces-what-does-it-mean-and-what-s-just-hype-> Full list here: <http://www.shoutpedia.com/list-android-tablets-ces-7758/>



Also noteworthy, the top five states that accessed Egnyte's HybridCloud File Sharing service from a mobile device or tablet began with California at number one, followed by Texas, Florida, New York and Illinois.

About Egnyte

Over 1 billion files have been shared by businesses using Egnyte HybridCloud file server. Egnyte's unique technology provides the speed and security of [local storage](#) with the flexible accessibility of the cloud. Users can easily [store](#), [share](#), [access](#) and [backup](#) files, while IT has the centralized administration and control to enforce business policies. Egnyte, founded 2007, is based in Mountain View, California and is a privately held company backed by venture capital firms Kleiner Perkins Caufield & Byers, Floodgate Fund, and Polaris Venture Partners. For more information, please visit www.egnyte.com or call [1-877-7EGNYTE](tel:1-877-7EGNYTE).

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