

Egnyte Hybrid Cloud Solution Helps Resellers Cash In

Growing Channel Program Attracts Over 500 Resellers in Four Months

MOUNTAIN VIEW, Calif.—July 26, 2011—[Egnyte](#), a leading provider of [cloud file server](#) 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](#). Businesses are demanding the flexible access offered by the cloud, but require the [enterprise-class security](#) and on-premise options delivered by Egnyte Cloud File Server. 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.

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](#), including physical, network, transmission, access, and data security, which is crucial for adoption by businesses. With Egnyte, IT administrators centrally administer and control all access.

“We have an easy sell with Egnyte,” said Shawn Westerhoff, Principal of Turn 11 Networks, a California-based SI. “With Egnyte running on our [VMware](#) platform, we give our customers the benefits of the cloud combined with the performance and security of their on-premise solution, as well as the ability to keep using their existing hardware. From a purely technical perspective, Egnyte’s solution is amazing.”

“All but the smallest of companies are going to wind up with some type of hybrid cloud or on-premise architecture,” 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 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.

“The Egnyte Reseller Program’s fast growth shows that Egnyte’s hybrid approach truly resonates,” said Tim Gozzano, owner of Gozzano Consulting, a Santa Barbara-based SI and

VAR. “Resellers are looking for ways to adopt new models in the era of cloud. Egnyte is customizable and secure. It gives resellers an intuitive solution for end users.”

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 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®](#), [VMware®](#), [Salesforce.com®](#), and Google Docs. Resellers can also build customized solutions to meet industry requirements, such as SEC/FINRA or HIPAA compliance.

“Egnyte has allowed us to adjust our business model to the cloud,” said Brian Ford, an Australia-based NETGEAR Platinum Partner. “We can generate recurring revenues from Egnyte as well as margins from the sales of NETGEAR boxes. There is no conflict between channels because we own the customer relationship.”

“Since signing up for the program, we migrated the first batch of our customers and found the solution performed extremely well,” said Matthew Rydzfski of PremierePC, a Greenville, South Carolina-based MSP. “The Egnyte team has also been very responsive to demands of an MSP with hundreds of customers, and we look forward to migrating the rest of our customers to the Egnyte 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](#), [sharing](#) and [backup](#) capabilities that are easy to use, yet provide the centralized visibility and control required to enforce business policies. Egnyte [Local Cloud](#) utilizes hybrid cloud 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](#). For more information, please visit www.egnyte.com or call 1-877-7EGNYTE.

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