



## Unitrends Named a “Vendor to Watch” By Enterprise Management Associates

**Established analyst firm recognizes Unitrends for delivering ideal cloud-empowered, all-in-one business continuity solutions for SMBs and midmarket enterprises**

**BURLINGTON, Mass., May 7, 2015**

Unitrends, a leader in enterprise-level cloud recovery, today announced it has been named a “Vendor to Watch” by analyst and consulting firm Enterprise Management Associates (EMA). EMA’s “Vendors to Watch” are companies that deliver unique customer value by solving problems that had previously gone unaddressed.

Data growth is increasing exponentially at a time when many IT departments are struggling with limited personnel and budget. Making the problem worse, when it comes to data protection, traditional backup and recovery solutions are expensive and complex, while point appliance products are too limited in their capabilities.

EMA recognized Unitrends for overcoming this challenge with ideal cloud-empowered, all-in-one business continuity solutions for small and medium-sized businesses (SMBs) and midmarket enterprises. Unitrends offers simple-to-use and cost-effective, yet fully functional and efficient, multi-environment backup, archiving and disaster recovery solutions that scale as businesses grow. As a result, the company is rapidly growing at a time when many IT organizations are changing backup and recovery vendors due to dissatisfaction over complexity, cost and functionality.

“Unitrends greatly lowers risk by automatically and non-disruptively testing the recovery process following backups or replication,” said Jim Miller, senior analyst at EMA. “Recovery assurance quantifies the actual time to recover, and confirms whether recovery point and recovery time objectives are being met.”

Unitrends’ proven portfolio of cloud-empowered backup and disaster recovery solutions include:

- **Unitrends Cloud™** – Multi-tenant public, hybrid cloud supporting heterogeneous storage and Disaster Recovery as a Service (DRaaS) for VMware, Hyper-V and Windows

- **Unitrends Recovery-Series** – Family of 1 terabyte (TB) to 100 TB hyper-converged, heterogeneous physical backup appliances
- **Unitrends Enterprise Backup™** – VMware and Hyper-V hyper-converged, heterogeneous virtual backup appliance
- **ReliableDR™** – Unified application-level recovery assurance for VMware and Hyper-V; integrated into Unitrends Cloud, Unitrends Enterprise Backup and the company’s Recovery-Series appliances
- **Unitrends Boomerang™** – Virtual appliance offering VMware and Amazon Web Services cloudbursting, migration and DRaaS

“We’ve always been dedicated to providing easy-to-use and affordable enterprise-class backup and recovery offerings to our customers, and this recognition by EMA validates our efforts in this area,” said Kevin Weiss, Unitrends’ president and chief executive officer. “Data protection should not be a source of stress for IT professionals. Rather, effective offerings increase IT confidence and allow them to focus on business growth rather than worrying about whether they’ll be able to recover in the event of a disaster or critical system failure.”

To read EMA’s “Vendor to Watch” report featuring Unitrends, go to: <http://bit.ly/1zFiquN>. For more information about Unitrends, please visit: [www.unitrends.com](http://www.unitrends.com).

## About Unitrends

Unitrends delivers award-winning business recovery solutions for any IT environment. The company’s portfolio of virtual, physical and cloud solutions provides adaptive protection for organizations globally. To address the complexities facing today’s modern data center, Unitrends delivers end-to-end protection and instant recovery of all virtual and physical assets as well as automated disaster recovery testing built for virtualization. With the industry’s lowest total cost of ownership, Unitrends’ offerings are backed by a customer support team that consistently achieves a 98 percent satisfaction rating. Unitrends’ solutions are also sold through a community of thousands of leading technology partners, service providers and resellers worldwide. Visit [www.unitrends.com](http://www.unitrends.com).

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