

## **eFolder Offers Partners Cost-effective Upgrade Path for Legacy BDR Appliances**

*New eFolder BDR Upgrade Program Gives Participating Partners \$1,000 for Recycling BDR Appliances and Transitioning to an eFolder BDR Appliance*

**ORLANDO, Fla. – Nov. 13, 2014** – eFolder, a leading supplier of cloud data protection, business continuity and cloud file sync services for the IT channel, today announced the eFolder BDR Upgrade Program, making it easy for partners to decommission legacy BDR units and transition to an eFolder BDR. The eFolder BDR Upgrade Program offers partners a \$1,000 credit towards a new eFolder BDR when they trade in a legacy BDR appliance.

The eFolder BDR Upgrade Program provides access to eFolder's complete BDR product line, featuring eFolder BDR for ShadowProtect and eFolder BDR for AppAssure. eFolder BDRs enable managed service providers (MSPs) and value added resellers (VARs) to backup locally and perform on-site virtualization for up to 48 servers with a single appliance in the maximum configuration. In the case of site-wide disasters, eFolder BDRs also backup server images to the eFolder Cloud and permit various disaster recovery options, including cloud virtualization with the eFolder Continuity Cloud.

To participate in the program, partners purchase a new eFolder BDR appliance at \$1,000 off and simply back up the same data to the new BDR and the eFolder Cloud. Following the purchase and new deployment, partners are required to ship their decommissioned legacy BDR appliance to eFolder. eFolder makes the process easy, supplying partners with free shipping to eFolder's recycling vendor.

"Once again, eFolder has correctly anticipated the demands of partners and eliminated any excuses for maintaining a legacy BDR appliance," says Erik Thorsell, CEO of Success Computer Consulting, Inc. "As a managed service provider, it is exciting to see eFolder incentivize partners that offer their clients the industry's best BDR appliances and services – this program is a huge win for partners and clients, alike."

The eFolder BDR Upgrade Program accepts trade-ins of competitive, legacy BDR brands and product lines, including Datto Siris (excluding Siris Lite) and Datto Viridian lines; SonicWALL CDP, all models; and Zenith Infotech, all models.

"The eFolder BDR Upgrade Program gives partners a responsible and cost-effective upgrade path to replace outdated or lower capacity BDRs that have a diminishing value," says Ted Hulsy, vice president of marketing at eFolder. "More importantly, the program opens the door to a wide range of industry-leading BDR appliances to meet the developing needs of clients with varying business sizes and budgets."

### **About eFolder**

eFolder is a leading supplier of cloud data protection, business continuity, and cloud file sync solutions for MSPs, solution providers, and VARs. Delivered as wholesale services to the channel, eFolder enables its partners to provide branded data protection and file sync services and to generate highly profitable, recurring revenue. eFolder services complement many of the managed service offerings already deployed by partners and integrate with common PSA systems, making adoption of eFolder services fast and easy. eFolder also empowers cost-effective partner and end-user private clouds, allowing partners to meet the needs of any client, regardless of size or readiness to engage in public cloud services. eFolder is a privately held company and is headquartered in Atlanta, GA. For more information, please visit: [www.efolder.net](http://www.efolder.net) and follow us on Twitter: [@eFolder](https://twitter.com/efolder)

### **Media Contact:**

Carlo Tapia  
eFolder  
(678) 888-0700 x167  
[ctapia@efolder.net](mailto:ctapia@efolder.net)