

### **eFolder Named a Coolest Cloud Vendor by CRN**

*eFolder Correctly Anticipates Partners' Needs; Included in Top 100 Coolest Cloud Vendors of 2014 and 20 Coolest Cloud Storage Vendors of the 2014 Cloud 100 by CRN*

**ATLANTA, Ga. – Mar. 6, 2014 –** eFolder, a leading supplier of cloud data protection and file sync solutions for the IT channel, today announced that it has been named one of the top 100 Coolest Cloud Vendors of 2014 by [CRN](#). The annual list recognizes the most innovative cloud vendors and solutions tailored to address the channel industry's unique needs. eFolder is recognized for its acquisition of cloud file sync technology provider Anchor and the integration of its petabyte-scale storage cloud with leading technology vendors.

Each year, CRN honors the 100 Coolest Cloud Vendors in an effort to help solution providers navigate the growing cloud marketplace and identify the best solutions to support the IT channel. Winners are named across five major cloud categories including platforms and tools, infrastructure, storage, security and software, based on data and information gathered from both solution provider nominations and the CRN editorial team. eFolder was also included in the 20 Coolest Cloud Storage Vendors of the 2014 Cloud 100.

"The adoption of cloud computing solutions is showing no signs of slowing down as solution providers look to provide their clients with the scalability, flexibility and cost benefits necessary to compete in today's business environment," said Robert Faletra, CEO, The Channel Company. "Each vendor on this list was carefully selected based on its ability to help organizations capitalize on those opportunities."

eFolder's strategy involves combining eFolder's petabyte-scale storage and DR cloud with eFolder software as well as with leading third-party software tools, such as Dell AppAssure and StorageCraft ShadowProtect, to deliver integrated and comprehensive backup, business continuity, and disaster recovery solutions. In September 2013, eFolder acquired Anchor, the only comprehensive file synchronization platform built exclusively for managed service providers (MSPs), value-added resellers (VARs), and IT service providers. According to Kevin Hoffman, CEO of eFolder, the company has reached more than 1,800 transacting partners.

"eFolder is honored to be recognized as a Coolest Cloud Vendor by CRN," says Ted Hulsy, VP of Marketing. "During this period of tremendous company growth, this award further validates our ability to anticipate the demands of the IT channel and equip partners with a powerful solution suite to meet their clients' needs."

Coverage of the 100 Coolest Cloud Vendors will be featured in the February issue of CRN, and online at [www.CRN.com](http://www.CRN.com).

#### **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](#)

#### **About Anchor**

Anchor, a wholly owned subsidiary of eFolder, is the only comprehensive file synchronization platform built exclusively for MSPs, VARs, and IT service providers. Anchor is available on Windows, OSX, iOS, Android, and on the web, and can be delivered through public or private cloud models. For more information, please call 415-541-9002 or visit [www.anchorworks.com](http://www.anchorworks.com)

#### **About The Channel Company**

The Channel Company is the channel community's trusted authority for growth and innovation, with established brands including CRN, XChange Events, IPED, and SharedVue. For more than three decades, we have leveraged our proven and leading edge platforms to deliver prescriptive sales and marketing solutions for the technology channel. The Channel Company provides Communication, Recruitment, Engagement, Enablement, Demand Generation and Intelligence services to drive technology partnerships. Learn more at [www.thechannelcompany.com](http://www.thechannelcompany.com).

#### **Media Contact:**

Carlo Tapia  
eFolder  
(678) 888-0700 x167

[ctapia@efolder.net](mailto:ctapia@efolder.net)