

## **eFolder Acquires Cloudfinder, Empowers Managed Backup and Search for Office 365, Google Apps and Salesforce for MSPs**

### *eFolder Expands the Profit Opportunity for MSPs, Cloud Service Providers and VARs with Cloud-to-Cloud Backup Services Portfolio*

**Atlanta, GA – June 9, 2014** – eFolder, a leading supplier of business continuity and cloud file sync services for the IT channel, today announced the acquisition of Cloudfinder, an international leader in cloud-to-cloud backup services. Cloudfinder products provide backup, instant full-text search, restoration and reporting for business-to-business (B2B) cloud services, including Office 365, Google Apps and Salesforce. eFolder's acquisition of Cloudfinder creates a new profit opportunity for IT channel partners that choose to backup and support their clients' cloud data and applications.

Despite the robust infrastructure in use by leading B2B cloud application providers, businesses today risk data loss, data fragmentation and compliance violations as more workloads move from on-premises servers to the cloud. At the same time, IT channel partners are seeking to replace traditional revenue streams from on-premises managed services as their clients rapidly adopt cloud applications. eFolder's acquisition of Cloudfinder bridges these gaps, offering business users an extra level of resiliency and assurance for all their cloud data, while restoring the profit opportunity for partners with managed cloud applications.

Cloudfinder is the only company that provides a unified backup and instant full-text search of cloud data across differing cloud services. From one user interface, businesses can backup, search, restore and get a data overview across multiple cloud services. Cloudfinder has the most comprehensive cloud application coverage in the market, with support for Office 365, Google Apps, and Salesforce, and with plans to support additional cloud applications. These technological innovations are particularly relevant as businesses report losing data in the cloud. A January 2013 report by the Aberdeen Group found that 32 percent of companies that are using cloud services have reported losing data.

"The cloud computing revolution is allowing businesses of all sizes to run entirely in the cloud," says Kevin Hoffman, CEO of eFolder. "Unfortunately, businesses still face the risk of data loss or downtime in the cloud, since user error, accidental deletion or malicious employees pose risks to business data no matter where it resides. By adding a layer of instant search and business continuity to these mass market B2B cloud applications through Cloudfinder's technology, eFolder is empowering partners to deliver lucrative managed backup and support for clients that have migrated to the cloud."

Headquartered in Malmö, Sweden and led by CEO Marcus Nyman, Cloudfinder has proven scalability with deployments to customers with thousands of users. eFolder plans on leveraging Cloudfinder technology with its dedicated IT channel distribution, petabyte-scale cloud infrastructure, and economies of scale to disrupt and accelerate the cloud application data protection market.

"As we have learned with our existing partner network, cloud computing is not do-it-yourself computing," says Marcus Nyman, CEO of Cloudfinder. "Businesses need the trusted advice of MSPs, cloud service providers, and VARs as more applications move to the cloud. We founded Cloudfinder on the idea that cloud applications need the same level of backup and resiliency traditionally used for on-premises servers and applications. As cloud adoption accelerates, IT channel partners are uniquely positioned to help businesses protect and centralize their cloud data with Cloudfinder. We are pleased to be joining eFolder, a company that shares our vision of the future and has an unrivaled reputation for helping partners grow profitably with managed services built upon a broad portfolio for backup, BDR, and cloud file sync services."

"Locally and in the cloud, eFolder now offers the most comprehensive suite of business continuity services sold exclusively to the IT channel," says Ted Hulsy, vice president of marketing. "eFolder partners can take advantage of synergies that exist in the eFolder product portfolio, including local backup, cloud backup, BDR, cloud file sync and now Cloudfinder, working with a single vendor to resolve their clients' key business continuity and productivity needs. We are excited to have Cloudfinder join the eFolder family and look forward to expanding the availability of Cloudfinder to partners worldwide."

Financial details of the transaction were not disclosed. Marcus Nyman and the entire Cloudfinder team are joining eFolder.

**About eFolder**

eFolder is a leading supplier of cloud data protection, business continuity and cloud file sync solutions for MSPs, cloud service providers, system integrators, 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)

#### **About Cloudfinder**

[Cloudfinder](#) has quickly become an international leader in cloud-to-cloud backup services. The company's mission is to combine absolute data security across all cloud platforms with the market's most intuitive information backup, search, retrieval and reporting capabilities.