

HTG Peer Groups Standardizes on eFolder Anchor

eFolder's File Sync and Share Solution to Support Leading IT Channel Peer Group Organization

Orlando, FL – Nov. 11, 2014 – [eFolder](#), a leading supplier of business continuity and file sync services for the IT channel, and HTG Peer Groups, an international organization of leading IT solution providers with nearly 350 member companies, today announced that all member companies of HTG will use eFolder Anchor for peer group collaboration. The decision by HTG to standardize on Anchor further solidifies eFolder's position as the leading provider of business-class file sync in the IT channel.

Anchor is a business-grade file sync service that syncs organizational data, allowing users to access and share critical data from their computers, mobile devices and the web. With Anchor, users are able to work from virtually anywhere. Anchor has already gained broad adoption with MSPs and VARs, because of its ease of use, powerful security and control capabilities and channel-only features. HTG is now among the thousands of end-user organizations using Anchor for file sync, share and collaboration.

Prior to Anchor, HTG relied on a widely adopted web-based collaboration solution, but found it too complex, cumbersome and difficult to use. Anchor's file sync technology now significantly improves collaboration between HTG peer group members. By enabling a continuous sync of files and folders across multiple devices, Anchor allows HTG members to seamlessly access, quickly share and easily collaborate on peer group content. HTG has deployed Anchor to all 350 member companies.

"Seamless collaboration on files, agendas, and group content is a necessary starting point for peer group success," says Arlin Sorensen, founder and CEO of HTG Peer Groups. "HTG is looking for members to take collaboration and accountability to a deeper level. The technology we deploy must facilitate the peer group process, not get in the way. For us, standardizing on Anchor was an obvious choice. eFolder is not only one of HTG's most loyal vendor sponsors, but their Anchor product had already won rave reviews from HTG partners and their clients alike."

"HTG and eFolder are both heavily invested in partner success," says Ted Hulsy, vice president of marketing at eFolder. "We share many of the same values with HTG and understand the role of technology in driving collaboration and accountability. Everybody wins with this partnership; HTG partners get access to the best file sync product in the market, while eFolder gets the opportunity to empower an organization that we already fervently support."

eFolder is a charter sponsor of HTG and a Platinum Sponsor of HTG since 2013. In May 2013, eFolder was recognized as Vendor Sponsor of the Year by HTG. More than half of HTG member companies are currently partnered with 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 and follow us on Twitter: [@eFolder](#)

About HTG Peer Groups

Established in 2000 by Arlin Sorensen as a business and personal development community, today HTG Peer Groups is an international organization of leading IT solution providers. HTG has nearly 400 member companies throughout North America, the United Kingdom and Australia/New Zealand. Each peer group consists of 10-12 IT company executives who work together and share resources and information to formulate and meet business goals such as strategic planning, process improvement and tools, and life-work excellence. HTG offers Leadership Forums, vendor peer groups, other educational events, quarterly meetings, and an annual summit that attracts hundreds of attendees, vendor exhibitors, and strategic partners. Visit www.htgpeergroups.com or call 712-794-7994 for more information.