

> Arcserve Debuts New Trends in Server Virtualization

Rise of moving mission-critical applications into virtual machines requires rethinking data accessibility

MINNEAPOLIS – June 7, 2016 – [Arcserve](#), LLC, the market's first provider of simple, unified data protection for cloud, virtual and physical environments, today announced its newest trends in server virtualization. A new eBook that covers the history, utility and future of this technology reported that the growth of virtualization-first policies does not correlate with businesses that have adopted advanced solutions to protect virtual server data.

Despite an increasing focus on the benefits of virtualization for businesses of all sizes, a recent survey by Spiceworks found that nearly the same number of IT pros currently using server virtualization consider their organizations at risk for technology, IT security, and man-made disasters or incidents. Moreover, two-thirds of businesses that have deployed virtual servers are not leveraging advanced backup and recovery tools, despite the increased risk of data loss events. As a consequence of this trend, organizations are exasperating the very problems that virtualization is intended to solve.

"The unique capabilities of server virtualization can significantly strengthen a company's ability to reduce its capital expenditure and operating expenses, thus enabling the reallocation of funds to other areas of the business," said Christophe Bertrand, vice president of product marketing for Arcserve. "However, many mission-critical applications, which often have no tolerance for data loss, are at risk without ensuring continuous data availability. Deploying a virtual infrastructure, even in a hybrid scenario, demands a unique approach that consists of new data protection techniques."

Arcserve reveals additional trends, as well as new business continuity techniques that are unique to virtualization, in its complimentary eBook.

Download the free eBook, *Trends in Server Virtualization*, on [the Arcserve website](#).

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About Arcserve

Arcserve is a leading provider of data protection and recovery software that provides organizations with the assurance that they can recover their data and applications when needed. Launched in 1990, Arcserve provides a comprehensive solution for cloud, virtual and physical environments, on premise or in the cloud, backed by unsurpassed support and expertise. Arcserve Unified Data Protection (UDP), available on Arcserve's appliance or your hardware, drives a full range of highly efficient and integrated data protection capabilities through a simple, web-based user console. Arcserve has a customer base of 45,000 end users in more than 150 countries and partners with

over 7,500 distributors, resellers and service providers around the world. Arcserve is headquartered in Minneapolis, Minn. with offices around the world. Visit www.arcserve.com.

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