

Online Backup Companies

Webware, the future of applications is online delivery and access. (Cnet.com)

SugarSync, Inc.

2121 S El Camino Real, 6th Floor
San Mateo, CA 94403
(650) 356-6200

www.sugarsync.com

SugarSync is a leading provider of Personal Cloud services that enable users to access ALL of their data, anytime, anywhere, and from any device. SugarSync enables mobile consumers and professionals to backup, sync, access and share all their files on-the-go, instantly and securely from any Mac, PC, or mobile device (including iOS, Android, BlackBerry, Symbian and Windows Mobile devices). SugarSync users can sync files in ANY folder and access and share those files via the cloud, providing a Personal Cloud service that matches the way people currently organize their folders and manage their digital lives.

SugarSync's file sharing and collaboration tools also allow users to share any folder or file with a simple URL via social networks, email, instant messaging and more. SugarSync was a finalist in the 2010 Mashable Awards for "Best Mobile User Experience" and has recently won numerous awards and product reviews, including the Mobiletrax 2011 Mobility Award and two Mobile Merit Awards for "Best Mobile Apps". (Company website, press release)

Company was founded in 2004 and is headquartered in San Mateo, California.

March 2008 – Launched public beta of its file synchronization product for internet and mobile phones. (cnet.com)

CEO – Laura Yecies

Laura is a consumer software and Internet services industry veteran with two decades of experience leading top consumer brands such as ZoneAlarm, Yahoo and Netscape.

Yecies joined SugarSync in Q4 2008 to expand the company and initiate an aggressive business and product growth phase. Most recently, Yecies was General Manager of the ZoneAlarm consumer and small business division at Check Point Software, responsible for all facets of business development, marketing, sales, and product. She led key initiatives to drive ZoneAlarm's technology vision and significantly increase brand awareness.

Previously, at Yahoo, Yecies served as Global General Manager of the Yahoo Mail division. Earlier, Yecies was Vice President of the Netscape browser division at AOL where she was responsible for the development of Netscape 7.0 and the launch of the Netscape browser in 23 languages. Prior to Netscape, she led Latin American sales at Informix Software Corp. in Latin America. Additionally, Yecies served as Director of Marketing Programs for the Asia Pacific Latin America region at Gupta Corporation.

Earlier in her career Yecies worked as an international risk analyst at the Overseas Private Investment Corporation – a division of the Agency for International Development and as a lecturer in International Marketing at Santa Clara University.

Yecies received her M.B.A. from Harvard, plus an M.S.F.S. from Georgetown School of Foreign Service where she graduated with honors in International Business Diplomacy. She received her A.B. Magna Cum Laude in Government from Dartmouth and was elected to Phi Beta Kappa. She has studied abroad at the London School of Economics and with Dartmouth in Blois, France. Yecies serves on the Board of several community non-profit organizations and has worked as a volunteer medical translator in Guatemala. She has lived in Brazil, France and England, is fluent in Portuguese, Spanish, and French and loves travelling the world as much as possible with her husband and four children.

CFO – Peter Chantel

Peter's finance and operations career spans over 20 years building successful organizations including Colony Capital, AT&T and (Sony) Signatures. As VP of Finance - AT&T Local, Peter built a \$190M region by launching new local-service offices throughout the South.

As CFO of Signatures, Chantel structured and executed the acquisition of Signatures' main competitor, Winterland Merchandising, and the successful management buy-out from Sony and CMGI. In 2001, Peter led a launch of new Celebrity Sites division at Signatures, starting one of the first online monetization models for music fan clubs, VIP ticketing and online stores — grossing \$20M in first 12 months of operations. He has also served as the CFO for video platform provider Akimbo Systems.

During his career Peter also founded several start-ups and currently serves as Board Advisor to brand marketing start-up, verve-media.com. Peter is a cum laude graduate from DePaul University in Chicago, Illinois with a B.S. in Accounting. He is a Certified Public Accountant and a member of AICPA and CalCPA.

VP, Engineering - Brock LaPorte

Brock brings more than 18 years of software development and management experience to SugarSync, having worked on a wide variety of products and services ranging from shrink-wrapped games and educational titles, to enterprise software systems, to high-growth consumer internet services and advertising systems, to the field of renewable energy.

Previously, Brock had focused his efforts on high-volume, consumer-facing internet services at Netscape and AOL, including an advertising revenue optimization platform serving millions of ads each day,

News/Stock/Sports SMS and Email Alerts, Chat, Blogs, Photo/Video sharing, AOL Instant Messenger, Message Boards, Content Recommendation Engines, Voice Mail and more.

Brock also led product development and technology strategy efforts for SunPower Corporation's photovoltaic monitoring and control solutions. Brock's work at SunPower included building the development team, agile process, data infrastructure, and customer facing applications for SunPower's Residential, Commercial and Utility-Scale Power Plant channels.

Brock received his B.S. in Physics and M.S. in Applied Physics, both from Stanford University. He is co-inventor on 2 US patents relating to online content categorization and recommendations, and has 6 additional patents pending.

Venture Partners

SugarSync is backed by venture capital firms Draper Fisher Jurvetson, Selby Venture Partners and Sigma Partners. (Company website)

Revenues

\$10 million in annual sales (Hoovers)

Other Information

Approx 40 employees

Executive staff is relatively new. Has had 3 CEOs, and at least 2 CFOs and VP Eng.
Supports Mac and Windows.

News

Chasing users to the clouds - Bay Area ventures sync data as devices multiply

San Francisco Business Times - by Patrick Hoge

Date: Friday, May 13, 2011, 3:00am PDT

CEO Laura Yecies tells the story of a groom who forgot to put the vows he wrote in his tuxedo, but was able to read them to his bride from his cell phone because he uses her web service to synchronize his documents, photos and music.

"I love getting stories like that. It makes my day," she said.

Yecies' 40-person San Mateo company is among a slew of technology companies ranging from startups to Microsoft that are pursuing **the suddenly hot market for managing and sharing data across consumers' proliferating number of connected devices.**

Other venture-backed companies in the space include Dropbox and Syncplicity, both in San Francisco, and Box.net of Palo Alto.

"Advances in technology make this doable and affordable," Yecies said. "I think this is going to be as big or bigger than consumer antivirus (software)."

While numerous companies provide data storage and sharing over the Internet, what SugarSync and the others also offer is automatic updating via the cloud across many different kinds of devices with varied operating systems, said Frank Gillett, a Forrester Research analyst.

The market for synchronization is growing as users increasingly blur the lines between their personal and work-related equipment, including PCs, laptops, tablets like the iPad, phones and audio and video players.

Over the next two years, such “personal cloud” services are going to become ubiquitous, likely becoming subsidized by telecommunications companies much as mobile phones are today, Gillett predicted.

“I think Dropbox, SugarSync and Box.net are simply the tip of the iceberg,” he said. **“I believe this market is crudely a half-billion-dollar market last year, and it is going to \$6 billion by 2016.”**

DropBox

San Francisco, CA

No contact phone #

www.dropbox.com



Dropbox is a free service that lets you bring all your photos, docs, and videos anywhere, and share them easily. Any file you save to your Dropbox will automatically save to all your computers, your phone or iPad, and the Dropbox website. Dropbox also makes it easy to share with others. And if your computer melts down, you can restore all your files from the Dropbox website with a couple clicks.

Dropbox was founded in 2007 by Drew Houston and Arash Ferdowsi. Frustrated by working from multiple computers, Drew was inspired to create a service that would let people bring all their files anywhere, with no need to email around attachments. Drew coded a demo of Dropbox and showed it to fellow MIT student Arash Ferdowsi, who dropped out with only one semester left to help make Dropbox a reality. Guiding their decisions was a relentless focus on crafting a simple and reliable experience across every computer and phone.

Dropbox makes all your files available to you from any computer or phone. It's as easy as adding any file to your Dropbox folder. You can start working at the office and finish from home without ever needing to think about where your files are -- they are always with you.

Joining Dropbox is easy: installing the Dropbox software (free for Windows, Mac and Linux) creates a special folder on your computer. Anything you add to this Dropbox folder will automatically save to all your computers and to the Dropbox website. You can also invite people to share any folder in your

Dropbox. This makes Dropbox perfect for team projects or sharing photos with family or friends -- it will be as if you are saving straight to their desktop. The Dropbox mobile apps (free for iPhone, Android and Blackberry) let you take your life on the road. And because Dropbox keeps a one month history of your work, you can go back in time to fix mistakes or rescue deleted files.

Dropbox offers 2GB of space for free, enough for thousands of documents or hundreds of large photos, and you can upgrade to a Pro account with **up to 100GB**.

Founder/CEO – Drew Houston

Drew graduated from MIT and wrote the first lines of code for Dropbox while at a train station in Boston. These days he's usually out and about running Dropbox's business affairs, but he still contributes a lot to Dropbox's client software. In the little free time he has, Drew can be found jamming on his guitar.

Founder/CTO – Arash Ferdowski

Arash took a break from MIT to work on Dropbox. He has his hand involved in every aspect of the product, but spends most of his time making sure Dropbox and its servers run as fast as possible. He's a fan of the Kansas City Chiefs, DDR, and power ballads.

Revenue

Unknown – company says they have 25 million customers, but their basic service is free, so it is impossible to know what accurate revenues are at present time.

Venture partners

\$7.2M from Sequoia Capital, Accel Partners and Y Combinator and other prominent investors including Amidzad, Ali Partovi, and Hadi Partovi.

06/2007	Seed	0.015M	Y Combinator
09/2007	Convertible Debt	1.2M	Sequoia Capital
10/2008	Series A	6M	Sequoia

Other Information

Supports Mac, Windows and Linux

52 Employees

Many MIT grads and MIT students-on-leave to work at Dropbox

Has an iPhone app

Company Background

Founded: June 2007

Product launch: Sept. 2008

Headquarters: San Francisco, CA

Global Growth

25M people registered on Dropbox

More than 1M files saved every 5min

200M files saved daily

Paying customers in 175 countries

Dropbox in five languages: English, Spanish, French, German, Japanese

News

At Dropbox, Over 100 Billion Files Served—And Counting

May 2011 (Bloomberg)

In 2010, the file-storing startup claimed a staff of 20 employees and 5 million users. Today, Dropbox has more than 60 employees and **over 25 million people using the service** in 175 countries. It's attempting to translate Dropbox into a whole host of languages, starting with French, Japanese, German and Spanish.

The system has saved an astounding 100 billion files. As of today, people are saving 300 million files a day. That's 100 million more files than users uploaded in April. And a fun fact from Houston: people save more files on Dropbox than there are tweets on Twitter. (GigaOm)

Nearly 60 percent of adults with online access own at least two Internet connected devices, according to Forrester Research. **Just under 3 percent, or 4.5 million people, have at least nine different gadgets.** If that seems to be a lot, think about this: a person may have a home computer and a work computer, and other members of the family may each have computers. Then count smartphones and tablets, and it's not hard to get to a large number of machines. (NY Times)

Dropbox Partners With Softbank, Sony Ericsson for Growth in Asia, Europe

May 2011

Mobile carrier – Softbank Corp. – file-sharing app will be preloaded on two phones running on network in Japan

Handset maker – Sony Ericsson Mobile Communications AB, building the app into devices and will be sole in 10 countries

The partnerships are the first for San Francisco-based Dropbox, a startup whose app has surged in popularity as consumers turn to smartphones to take pictures, create videos and listen to music. The app lets users store and access their content from any computer, phone or tablet with a Web connection.

Dropbox's app is currently available as a free download on Apple Inc. (AAPL)'s iPhone and iPad, devices running Google Inc. (GOOG)'s Android operating system and on Research In Motion Ltd. (RIMM)'s BlackBerry smartphones. The company expects to sign marketing and distribution deals later this year with U.S. carriers and manufacturers.

Freemium Pricing

Founded in 2007 by Drew Houston and Arash Ferdowsi, Dropbox uses a tiered-pricing model, called freemium, giving away the basic app and charging users who want more space. The free version comes with 2 gigabytes of storage, enough for thousands of documents or hundreds of photos. Beyond that, Dropbox sells as much as 50 gigabytes and 100 gigabytes for \$9.99 a month and \$19.99 a month, respectively.

Dropbox said last month that more than **25 million people are using the service, a sixfold increase from January 2010**. It competes with Box.net, an **Internet-storage company that raised \$48 million in February from investors including Andreessen Horowitz**. **Box.net, based in Palo Alto, California, has almost 6 million users.**

With the Softbank partnership, Dropbox will come automatically loaded on two Android phones in Japan, one with a 3-D screen manufactured by Sharp Corp. Tokyo-based Softbank, Japan's third-largest wireless carrier, will be promoting the devices in about 7,000 stores in Japan.

Softbank Price Break

In addition to the two free gigabytes that come with the app, Softbank is adding 50 percent more at no charge, the Tokyo-based company said in an e-mail.

Sony Ericsson, the London-based mobile-phone venture of Sony Corp. and Ericsson AB, is selling Android phones with the Dropbox app pre-installed in countries including the U.K., Denmark, Australia and Indonesia, starting today.

Chief Executive Officer Bert Nordberg said in March that the company is aiming to expand its global share of Android handsets to at least 25 percent from 14 percent at the beginning of this year. Sony Ericsson has similar partnerships, where it promotes apps from Facebook Inc., Twitter Inc. and Foursquare Labs Inc., said Calum MacDougall, Sony Ericsson's London-based head of Web service partnership.

'Entertaining Smartphones'

"Dropbox is something that is an exciting and rapidly growing service," MacDougall said in an interview. "To have the most entertaining smartphones, we need to find partner brands that consumers are using."

Dropbox was initially funded by Y Combinator, the Mountain View, California-based startup incubator, and then raised \$7.2 million from Sequoia Capital and Accel Partners. It now has about 55 employees. Bryan Schreier, a partner at Sequoia and Dropbox board member, said he's an avid user of the product in addition to being an investor. For his kids' birthday parties, he sets up folders that enable everyone involved to take photos and shoot video from their phones and upload the files immediately.

"In real time we're building a shared photo album that people can access on the Web anywhere," Schreier said in an interview from his office in Menlo Park, California.

Dropbox is in for another round of user anger thanks to Dropbox Reader

It wasn't that long ago, even by Internet time, that everyone who used the Dropbox; a file storage in the cloud service, got into a great big huff when the company changed their Terms of Service (ToS) so that law enforcement officers could help themselves to the contents of your Dropbox account as long as they had a warrant.

This of course was after Dropbox had built up a really nice user base because of their statement that individuals using the Dropbox service were the only ones who would be able to see the files in their private folder.

Now it seems that never mind about cops with warrants all anyone needs to be able to see anyone's private files on Dropbox is a handy set of small Python scripts called Dropbox Reader.

Dropbox Reader is actually a series of six command line Python scripts which parse the configuration and cache files of a Dropbox account, including the user's registered e-mail address, dropbox identifier, software version info and list of recently changed files stored in config.db, the information about shared directories and files marked for sync stored in filecache.db.

According to the readme file accompanying Dropbox Reader, the Python scripts operate on SQLite3 Dropbox database files which are typically stored in the ~/.dropbox directory on Linux and OS X machines, and in %AppData%\Dropbox on Windows machines.

You just have to know that once word of this spread that the proverbial poop is going to hit the fan, and given the past reaction to the change of Dropbox's ToS this isn't going to end well.

IBackup

Pro Softnet Corporation
26115 Mureau Road, Suite A
Calabasas, CA 91302

1-800-949-3555

Integrated online backup, storage and sharing for PCs, Macs, servers and more. More than 50,000 small businesses trust IBackup. Enterprise grade online backup solution for Windows, Mac and Linux platforms.

IBackup provides an open, highly customizable and secure online backup, online storage, access and data sharing solution, with several interfaces and options to retrieve and work on resources.

IBackup has a varied product and service offering. Leading global corporations, business houses and individual consumers use IBackup for their backup and storage needs.

IBackup has received several accolades including the 'Webuser Gold Award', conferred by UK's best-selling Internet magazine, 'PC Magazine Editor's Choice'. Also, it beat 17 competitors to be named the 'favorite backup service' by PC World Magazine. (Website)

Revenue

\$8.4 Million (Hoovers)

President - Raghu Kulkarni

Operations Manager - Shyam Appali

70 employees

IDrive (same company as IBackup)

Pro Softnet Corporation
26115 Mureau Road, Suite A,
Calabasas, CA 91302

1-800-949-3555

IDrive is a service of Pro Softnet Corporation, an ASP and Internet Solutions Provider based in Calabasas, CA.

Since its inception in 1995, Pro Softnet Corp. has been harnessing the power of Information Technology by providing Internet-based solutions and customized Internet Software solutions for many Fortune 100 companies.

Our years of experience with the world's leading corporations have helped us understand how technology can help global businesses meet their needs.

Compiled by Michelle Pate, MBA

Pro Softnet Corp has several web-based product offerings in the field of online backup, storage, file sync and remote access. These include IBackup, the leading integrated online storage and backup service for consumers and small businesses; IBackup Professional, an enterprise class online backup solution; IDriveSync, for syncing files online and sharing across multiple PCs and RemotePC, a leading remote access service. IDrive fits the bill as a low-cost consumer focused online backup solution with enterprise class features.

Pro Softnet Corp's web-based offerings have won several awards including the PC World Editor's choice for best online backup service (2006), PC Magazine Editors Choice (2004) and runner-up in 2003 and 2005. While IDrive service is relatively new, the technology is based on elements drawn from above mentioned award winning technologies.

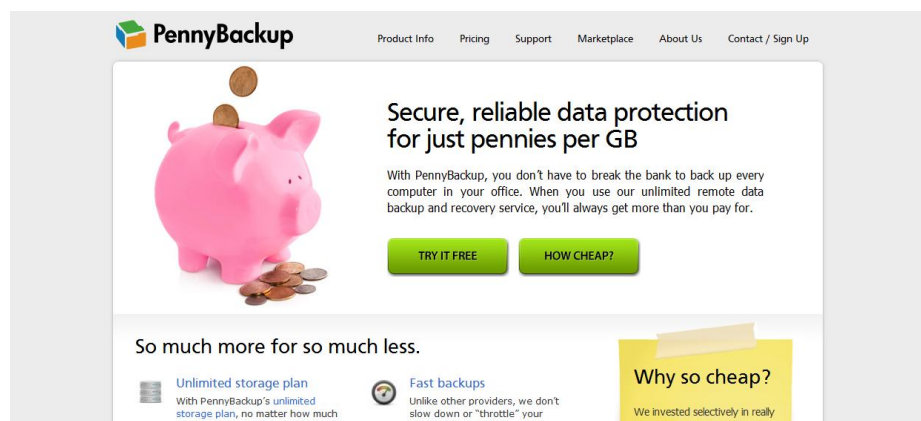
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Pennybackup

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- Unlimited storage plan**
With PennyBackup's unlimited storage plan, no matter how much data you have, you can store it all.
- Fast backups**
Unlike other providers, we don't slow down or "throttle" your backups. No backup is slower.
- Why so cheap?**
We invested selectively in really...

No Executive Staff listed at Pennybackup or Storage Guardian (parent company)
Dave Minns, client services manager

With PennyBackup, you don't have to break the bank to back up every computer in your office. When you use our unlimited remote data backup and recovery service, you'll always get more than you pay for.

Competitive Edges

So much more for so much less. Unlimited storage plan - With PennyBackup's unlimited storage plan, no matter how much your data grows, you pay the same low fee each month.

Fast backups - Unlike other providers, we don't slow down or "throttle" your backups, so backup is always speedy.

Easy to install and use - Simply download our free software, and you're good to go! The PennyBackup wizard provides you with guidance at every step, so installation and data backup is a breeze.

Security and reliability - Our services may be cheap, but our technology is first class. PennyBackup is built on Asigra, the software thousands of major enterprises depend on for their data protection needs.

Pay per GB. Pay per TB.

As a division of Storage Guardian, PennyBackup takes advantage of the experience of our parent company, which provides premium online backup services to a diverse range of clients. Large enterprises have chosen Storage Guardian as their remote data storage and recovery provider for more than 10 years, but as the remote backup industry evolved, so did we.

We realized there were many companies and individuals out there who didn't want all the fancy features offered by premium providers. They wanted a service that suited their scaled-back needs but did not compromise on security and reliability. So we thought, why not?

Storage Guardian

Phone: (416) 663-2800

Toronto, Canada

Storage Guardian is a private company specializing in backing up critical data on a "pay-as-you-go" basis to a secure off-site location.

Storage Guardian's remote backup service is the culmination of a decade of intense research and software development. It responds to a growing awareness among many business leaders of business continuity concerns, which have spearheaded outsourcing trends, growing data volumes, and increasing data vulnerabilities generated in today's economy. Storage Guardian is an innovative and cost-effective data backup and data storage solution as a superior alternative to tape-based data recovery systems.

Storage Guardian is an affordable, feature-rich, online data backup and fast data recovery service that is easy to install, administer, and use. The service is delivered over a communications link using the TCP/IP protocol and is available 24 hours a day, 7 days a week. Storage Guardian is suitable for small, mid-size,

and enterprise-wide, multiple-platform LAN computing environments that want to safeguard their critical business data in a secure, off-site location.

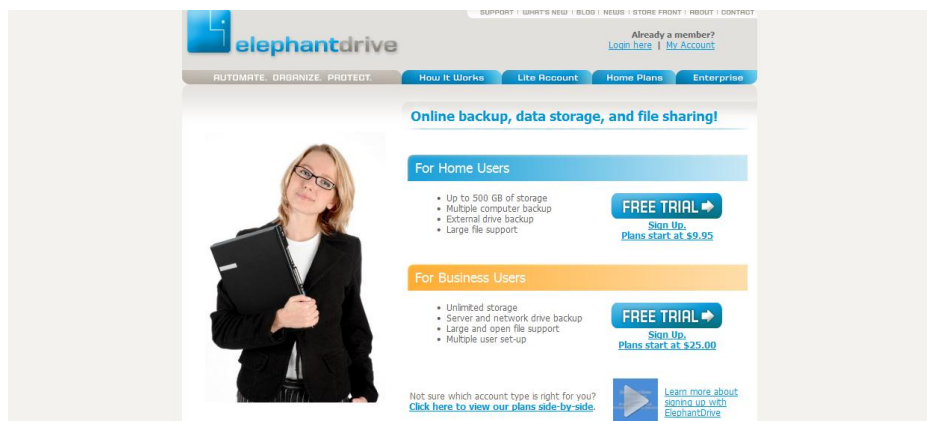
Storage Guardian provides its software technology as a service over any corporation's Internet connection or dedicated leased line or wireless network to its secure, state-of-the-art Data Centers.

The company is developing a select network of authorized VARs to service the off-site backup and fast data recovery needs of companies located throughout North America.

Elephant Drive

1100 Glendon Avenue Suite 1700
Los Angeles, CA 90024
No phone listed

www.elephantdrive.com



What We Do...

ElephantDrive is committed to providing individuals and businesses simple but powerful tools for protecting and accessing their data. We want ordinary people to enjoy the peace of mind that comes from the type of enterprise-class backup, storage, and data management that has historically only been available to big corporations. And we've made it so simple.

Why ElephantDrive?

Our service has a lot in common with the world's largest land mammal. When you subscribe to ElephantDrive, you get a service that is very big, never forgets, and works for peanuts!

Who We Are...

ElephantDrive was founded by a team of technologists who are passionate about developing world class software and fascinated by the challenges of storing, securing, and protecting massive amounts of data. We are based in Los Angeles and have worked together for years designing and deploying online applications.

Michael Fisher - Chief Executive Officer

As CEO, Michael is responsible for the overall business strategy and day-to-day management of the company's operations.

A seasoned operator with a track record of building successful online enterprises, Michael was most recently General Manager of performance marketing network Traffic Marketplace (TMP), a division of Vendare Media. There he supervised all technical development and advertising operations and evaluated corporate development opportunities for TMP and its parent.

Prior, he served as Senior Vice President of Operations at Vivendi Universal Net (VUN), where he oversaw all engineering, product development, customer service, and advertising operations. He joined VUN after engineering the acquisition of Uproar, Inc. where he was Director of Advertising Operations. Michael holds a B.A. in Government from Harvard College.

Ben Widhelm - President and Chief Technology Officer

As President and CTO, Ben is responsible for crafting the vision and managing the implementation of ElephantDrive's product and technology.

He joins ElephantDrive from Critical Section, where as President he led the development of secure, proprietary Customer Relations Management and Content Management System enterprise applications for brick and mortar casinos.

Prior, he served as Vice-President and CTO at VUN. At VUN, Ben was tasked with setting global technology strategy for the multinational internet games division, and managed the development and infrastructure design for web distribution of a vast array of gaming and entertainment content, work recognized by awards from the Microsoft Developers Network and the International Game Developers Association. Ben also held lead software engineering positions at Checkout.com and Sun Microsystems.

Ben received a B.S. in Computer Science and Engineering from UCLA.

NetGear offers cloud backup connection to SMBs

March 03, 2009

By Beth Pariseau, Senior News Writer

NetGear Inc. has announced that its ReadyNAS devices for SMBs will ship with cloud backup pre-integrated into the operating system, in an offering called ReadyNAS Vault.

NetGear's strategy is to give users at small companies or home offices cloud data backup pre-integrated into their local storage device so they don't have to configure client software (such as the Mozy client offered with EMC Corp./Iomega external hard drives) to access the cloud.

"This uses a Web user interface where you can turn on the feature, and then it backs up the device by default," said Drew Meyer, director of product marketing for NetGear network storage.

ReadyNAS sends data to ElephantDrive, an online storage service based on Amazon's S3 cloud. Starting prices for the services are \$5.95 per month for the ReadyNAS for Home consumer offering and \$15.95 for ReadyNAS for Business.

If users want to fine-tune what data is sent to the cloud, they can also make this designation at the share level. "We're working with ElephantDrive to add more granularity," Meyer said.

Multiple ReadyNAS devices can also be managed via web browser from a central interface if the devices are installed at the remote/branch offices (ROBOs) of a large company or among the customers of a value-added reseller (VAR).

William Pitt, principal for IT consulting and integration firm Layer-Eight Inc., said ReadyNAS will be easier than the manual integration with RSync.net's cloud he had been setting up for some users.

"RSync.net is also very specific about using its protocol over SSH -- most NAS doesn't support RSync over SSH," he said. "NetGear's pre-integration means I can offer the same service at a lower cost with unified support, and also means I can overcome the compatibility issue."

While cloud-based backup for SMBs is a hot topic these days, market research firm IDC finds that fewer than 15% of small businesses with under 100 employees use an online storage provider service for backup, "although the technology is becoming increasingly popular," IDC analyst John Jaffe said. Jaffe sees it as an advantage for ReadyNAS that it doesn't require customers to activate bundled software to get to the cloud.

"Generally speaking, I'd argue that among products or services designed for small businesses, the simpler and more self-contained it is, the better," he said.

Information

Manages Amazon's cloud storage
For home and business user

Carbonite, Inc.

177 Huntington Avenue
Boston, MA 02115
617-587-1100

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Recommended for: **Small Business**
Businesses with
3+ computers
Back up all your computers for one
flat price. Plans start at just
\$229/year.

Seasoned Leadership. **Founded in 2005, Carbonite, Inc. is the fourth joint venture between David Friend and Jeff Flowers**, both well-known Boston-based entrepreneurs. Prior to Carbonite, Dave and Jeff founded Pilot Software, FaxNet Corporation and Sonexis Incorporated.

Carbonite is backed by top-tier venture capital firms including Common Angels, 3i Investments, Menlo Ventures, Performance Equity Management and Crosslink Capital. We have **raised over \$67 million from investors and management to date. (website)**

Carbonite's software is used by more than 1 million consumers and small businesses customers in 100 countries; it charges a flat rate for one year of unlimited online backup. (Hoovers)

David Friend – Chairman & CEO, Co-founder

David Friend has been a successful technology entrepreneur for over 25 years. After serving as President of ARP Instruments, he co-founded four companies: Sonexis, FaxNet, Pilot Software, and Computer Pictures Corporation. In 2010, David was named **Ernst & Young Entrepreneur of the Year in the Emerging Technology category for the New England Region**. He has been featured in USA Today, Tech Capital, The Boston Globe, Mass HiTech, Fortune, Forbes and Tom Peter's best-selling management book, The Pursuit of Wow!

David has been a lecturer at MIT's Sloan School of Management and is an active supporter of music and the arts in Boston. He is a trustee (emeritus) of the New England Conservatory, Berklee College of Music, and the Brookings Institution in Washington, D.C.

David holds a bachelor's degree in engineering from Yale University and attended the Princeton University Graduate School of Engineering where he was a David Sarnoff Fellow. He is an avid marathoner, distance cyclist, windsurfer, and hiker. (Website)

Jeff Flowers – Chief Architect, Co-founder

Jeff Flowers is a seasoned technology executive with deep IT and technical expertise. Jeff has worked with David Friend (CEO) since 1982 and co-founded Sonexis, FaxNet and Pilot Software. At Sonexis and FaxNet, he also served as CTO. In 2009, he was named CTO of the Year by the Mass Technology Leadership Council.

In addition to the three companies he co-founded with David, Jeff served as VP of Engineering for Computer Pictures. He also served as VP of Development at ON Technology Corporation, a software vendor that provided groupware and utility products for Apple and Novell Netware operating environments. During Jeff's tenure, ON Technology completed its IPO.

Jeff holds a B.S. and M.S. in Information and Computer Science from the Georgia Institute of Technology and attended the Northeastern University School of Business. (Website)

Andrew Keenan – CFO & VP, Finance & Administration

Andrew Keenan brings more than 25 years experience in finance and operations to Carbonite and has led the company through its rapid growth since early 2007. Andrew has had extensive experience in managing fast growth companies both domestically and internationally throughout his career. Prior to Carbonite, Keenan served as the CFO of Vovici, a survey software company. Before Vovici, he was CFO of Silver Oak Partners where he helped orchestrate its sale to CGI, a \$5B public company.

Before Silver Oak, Keenan was Corporate Controller of Synchronicity Software, a global software and service provider. While at Synchronicity, he prepared the company for its IPO before ultimately helping sell the company to MatrixOne.

Keenan also held Corporate Controller and other senior financial positions at Provant and Systemsoft where he completed their IPOs and a secondary offering, managed all financial functions during dramatic growth as public companies and completed over 25 acquisitions.

Keenan earned a BS in accounting from Bentley College and practiced as a Certified Public Accountant with Deloitte's technology practice for 5 years where he was involved with 3 successful IPOs. (Website)

Eric Golin – CTO

Eric Golin has served as our chief technology officer since April 2011. From September 2008 to April 2011, he served as our senior director of server architecture.

He served as chief technology officer and vice president of engineering of Eons, Inc., a social network web portal, from August 2007 to May 2008 and as a consultant to Eons from November 2006 to August 2007, where he was responsible for product development and website operations.

Prior to that, Dr. Golin served as chief technology officer of Content Objects, Inc., a peer-to-peer file sharing software company from March 2005 to July 2006, with responsibility for product strategy. Prior to that time, Dr. Golin was founder and chief technology officer of Argo Technology, Inc., a desktop search software company, from 2002 to 2005, where he led product development.

From August 1994 to May 2001, Dr. Golin served in a variety of capacities at BroadVision, Inc., a publicly-traded developer and marketer of eBusiness software applications, including as principal architect, director of engineering, vice president of worldwide professional services, and chief technology officer. Dr. Golin holds a Ph.D., M.S., and B.S. in Computer Science from Brown University. (Hoovers)

Innovation

Carbonite is a recognized innovator in the online backup industry. We back up more than 200 million new files every day and it takes a lot of advanced technology to make sure those backups happen quickly, safely and without incident.

Smart technology keeps things simple

We designed our software to be intelligent, so it can automatically find the files on your computer and back them up quietly in the background. Our restore process is the easiest in the industry – with a couple of clicks you can begin restoring your lost or damaged files back to your computer. And, our restore manager makes it easy to restore your files to a new computer by automatically figuring out where to put your files so they're arranged just like they were on your old computer.

A proprietary file system, optimized for backup

Commercial file systems – like the ones used in Microsoft Windows or Mac OS – need to support a wide range of file management operations, of which backup is only one. By developing our own file system primarily for backup and restore operations, we're able to track billions of files at once, to better maintain file integrity during backups, and to find and restore your backed up files much faster.

Industry recognition

In 2010, Carbonite was named a winner of the New England Innovation Awards by the Smaller Business Association of New England (SBANE). Carbonite was also named as a finalist in the Red Herring 100 North America Award, which recognizes companies for their technological innovation, as well as management strength, market size, investor record, customer acquisition, and financial health.

Recent Developments

Access your files – anywhere, anytime.

Carbonite Anytime, Anywhere Access allows you to access the files in your backup from any computer or even your smartphone with of our mobile apps.

Introducing Carbonite 4.0 for Windows

Carbonite 4.0 features a new look and an optimized restore process to make it even easier to get your files back when you need them. You can even prioritize the restore of certain files, so you can get back your most important files first. (Website)

A Note from David Friend, Co-founder and CEO

Several years ago, when my daughter was a sophomore in college, she called me, sobbing. Her hard drive had crashed and she lost the term paper that she had been working on for 6 weeks! Her unsympathetic professor didn't want to hear any excuses. Just a few weeks earlier, the wife of my business partner Jeff had her laptop stolen out of her car. She ended up losing two years of baby pictures and financial records. Poof. Gone. She hadn't bothered to back any of it up.

Why can't backup be simple and affordable?

Jeff and I decided it was high time to get our families to back up their computers. Not so easy! Sure, we could spend Saturday afternoons burning a stack of CD ROMs, but who has the time? Or we could buy them external hard drives, but they'd never use them. There's no way they'd remember to plug them into their laptops often enough to keep the backup up-to-date. We felt that online backup was the way to go because it's professionally managed, secure, and always available. But existing online backup services were really complicated and very expensive. Why couldn't someone offer backup that was simple and affordable? Something without technical jargon, ongoing user involvement, and capacity limits? Couldn't a backup service just run in the background, automatically protecting changes and new files on your computer?

That idea became Carbonite. Billions of files backed up...and counting

Since we launched Carbonite in 2005, we've backed up **over 100 billion** files. Today we back up more than **200 million files every day**. More importantly, we have **restored over 7 billion files** that would have been lost forever without us.

We proved that simple is better. Carbonite has been featured in The Wall Street Journal, New York Times and other publications worldwide. Today Carbonite has customers in over 100 countries. We have more consumer and small business customers than any other online backup service. And we make sure that everyone is a happy customer: in user satisfaction surveys, more than three-quarters of our customers tell us they are extremely satisfied with Carbonite.

Try us, risk free

I hope you will give Carbonite a try. Almost 70% of the people who try Carbonite purchase a subscription within the first two weeks. 78% of our Carbonite Home customers say that they would recommend Carbonite to a friend or family member.

I hope to welcome you soon to a growing community of users who sleep better at night knowing that the contents of their computers are safe. Please feel free to write to me at david.friend@carbonite.com if you have any questions.

Regards,
David Friend, CEO (website)

Financials

2010

Revenue, \$38.56 million

One year Sales Growth 101.75%

2010 Net Income, (\$25.76 million) loss

Total Assets, \$40.94 million

Market value, \$1.87 million

Long term Debt, \$0.22 million

Carbonite filed a \$100 million initial public offering in May 2011. (Hoovers)

2009

Revenue, \$19.11 M

Net Income, (\$19.23 M) loss

2008

Revenue, \$8.20 M

Net Income, (\$17.44 M) loss

Top Competitors (Hoovers)

Acronis Revenue, \$112.10 M

NovaStor not listed

Symantec Revenue, \$6,190 M 9.64 Profit Margin

Other Information

Is bringing its call center jobs back to US from India for US employment

CEO winning awards for leadership

Best place to work in Boston area

Hiring 150 people in 2011, and eventually 250

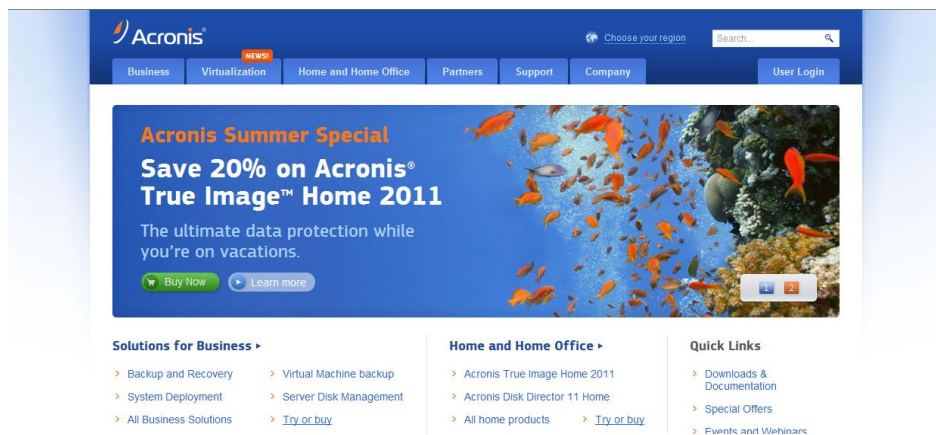
Norton Online Backup

Acronis Online Backup

300 TradeCenter, Suite 6700, Elm St.

Woburn, MA 01801

www.acronis.com



Acronis' software takes a hard line on security. The company's storage management and disaster recovery products safeguard the computer infrastructures of home offices, as well as small, midsized, and FORTUNE 500 businesses in the banking, government, health care, retail, and technology markets. Its backup and recovery products create an exact copy of a PC hard disk or entire Windows and Linux servers for full or partial data backup. Acronis products are also used to restore systems after a server crash and to migrate systems between servers. With nearly 20 offices in the US, Europe, and Asia, Acronis sells its products directly, through resellers, and in retail stores in more than 90 countries. (Hoovers)

Jason Donahue, Chief Executive Officer

Jason Donahue has served as Chief Executive Officer of Acronis since September 2008. Jason joined Acronis from ClearApp, where he served as president and CEO until its acquisition by Oracle in September 2008. Prior to serving at ClearApp, Donahue served as a Vice President at IBM; CEO at Meiosys, Inc., a virtualization software company; CEO of Ejasent, also a virtualization software company; CEO of Aptix, a publicly-traded managed services automation company; and CEO of TeleComputing, a publicly-traded managed hosting company. Jason has also served in executive roles at Cap Gemini, Beechwood (now part of Cap Gemini), and Telesphere Solutions (a subsidiary of ADC Telecommunications), and served in various marketing roles previously. Jason earned a Masters of Engineering Management as well as a Bachelors of Engineering from Stanford University.

Anthony Folger, Chief Financial Officer

Anthony Folger has served as Chief Financial Officer of Acronis since October 2008 and prior to that as Acronis' Corporate Controller since June 2006. As Chief Financial Officer, Anthony plays a leadership role in determining financial strategy by directing and overseeing all financial and fiscal management aspects of Acronis' operations. Anthony joined Acronis from Starent Networks Corp (Nasdaq: STAR) and prior to that held senior management positions with PricewaterhouseCoopers, MarketMax (a retail planning and intelligence software company, now a division of SAS) and Deloitte. While at Deloitte, Anthony participated in the firm's global development program living and working in Singapore to assist Asian based companies with U.S. filing and SEC reporting requirements. Anthony earned a Bachelor's of Arts in Accounting and Economics from the College of the Holy Cross and is a Certified Public Accountant.

Max Lyadvinsky, Vice President of Engineering

Maxim Lyadvinsky has served as the Vice President of Engineering since 2008 and has been the Director of Engineering with Acronis since 2001. Prior to joining Acronis he was a freelance software development consultant where he worked with companies such as Paragon GmbH and Invincible Data Systems, Inc. Before that Maxim was a Windows NT Device Driver Lead Developer for Vested Development Inc., as a Senior Software Developer for Ancud Ltd., as a Software Developer for both Decima Ltd. and MIEE. Maxim graduated as an M.Sc. in Computer Science with honors from the Moscow Institute of Electronic Engineering.

Revenue

2009 Revenue, \$112.10 M

2008 Revenue, \$111.80 M

2007 Revenue, \$92.10 M

2006 Revenue, \$50.60 M

2005 Revenue, \$20.40 M

Other Information

2009 Employees, 621

Competitors

FalconStor (network storage management software)

2009 Revenue, \$82.84 M

Net Profit Margin, (42.29%)

Mozy

World Trade Center East
2211 Elliott Ave., Suite 300
Seattle, WA 98121
(206) 336-7700

www.mozy.com

mozy

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Whether it's business documents and financial records or photos and music, Mozy ensures your digital life will be there when you need it.

Watch the Mozy Intro Video

START USING MOZY TODAY AND SAVE

Mozy is the most trusted name in online backup, with:

- Premium security
- Multiple data centers
- 70+ PBs backed up
- Fortune 500 backing

Save now! Get 1 or 3 months free with a 1- or 2-year plan.

START BACKING UP

Mozy has an online backup plan just your size. Whether you're backing up a home computer or an entire office, Mozy has a plan for you. [Learn more >](#)

Sign up for Mozy

Founded in 2005, Mozy is the world's most trusted online backup service for consumers and businesses with more than 3 million customers and 70,000 business customers backing up 70 petabytes of information to multiple data centers around the globe.

Mozy is backed by EMC Corporation, a Fortune 500 company. We're headquartered in Seattle, Washington with offices in Pleasant Grove, Utah; London, England; Cork, Ireland; Shanghai, China; and Montreal, Canada.

At Mozy, we believe: You shouldn't have to think about backup. Backup should be set up once, and then work automatically.

Your files should be encrypted. Your backup files should be encrypted and stored in a secure, remote location that's only accessible to you—from anywhere.

Your backups should be smart. Your backup system should be smart enough to only back up data that's not already been backed up, only back up parts of a file that have changed, and be able to back up open and locked files.

Strategic Partners

McAfee, Lenovo, Comcast, China Telecom, Vodafone, CoxBusiness

Affiliate Partners

American Bar Association, Iomega, Delta Airlines, Trend Micro, eBay, Franchise Services, RCA, Cyberdefender, Ancestry, Hawaiian Airlines, Working Advantage, LifeCare, George Washington University, Stanford University, University of Phoenix, USF, Vanderbilt University.

April 04, 2011

VMware Welcomes Team Mozy

Posted by Steve Herrod
Chief Technology Officer

Today it is my pleasure to announce that VMware has hired the team and **acquired assets behind EMC's Mozy cloud-based data protection service. VMware will operate the Mozy service on behalf of EMC without interruption.** However, the strategic relevance of today's news is what this group brings to VMware. Over the past 5 years, Mozy **has built one of the best examples of a globally distributed, large-scale cloud offering.** We believe that, by being directly engaged with the delivery of such a service, VMware will further ramp our own cloud-related learning and accelerate new IP, scale, and capabilities into the products that we provide to our customers and public cloud partners.

The scale of the Mozy service is impressive. Let's talk some numbers... **today they have more than 1 million users, 70,000 business customers, and a worldwide network of datacenters storing more than 70 petabytes of data. 70 petabytes!** That's enough to store the entire written works of mankind from the beginning of recorded history... in all languages... with 20 petabytes to spare. But it's about more than simple backup of all of this data. Mozy has taken the base technology that keeps you from losing your data and turned it into a scalable, fail-safe way of building out a collection of highly-automated datacenters with strong security and 24/7 operations fronted by elegant, user interfaces across many

client types. This is the foundational architecture for the many cloud-based services being delivered today.

I've had the pleasure of meeting and working with many of the Mozy team members over the last year. The individuals responsible for building, operating and maintaining this service at a global scale clearly possess the experience and knowledge essential to running such an operation, and we'll be leveraging that to improve our own products and help customers and partners to best leverage them.

The Mozy team will also help VMware continue to serve the burgeoning SMB community as they move forward on their own path to cloud computing. In the past year, our customer base grew by more than 50,000 customers, the majority of which came from the SMB community (many through our "VMware Go" offering). It's clear that organizations of this size (with little or no IT staff) are moving even more rapidly to adopt IT services via the public cloud. We'll make sure that these customers have easy access to the Mozy back-up service as well as other related data services to come.

I'm also excited about some of the core data-handling technologies developed by the Mozy team. The Mozy future roadmap is going to excite consumers and businesses alike, and we also see the opportunity to leverage Mozy's data compression, synchronization, client integration, and analytic tools to extend several existing and not-yet-announced VMware products.

It truly is an exciting time to be here at VMware and working with such great talent to bring the enterprise hybrid cloud to our customers and partners as they continue the journey to IT-as-a-Service.

EMC Corporation

176 South St.

Hopkinton, MA 01748

Phone: 508-435-1000

www.emc.com

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. (Website)

EMC has its head in the cloud. And rightly so for a company that's helping businesses transition to cloud computing through IT infrastructure products and services designed to help them store, manage, protect, and analyze their often massive quantities of data in a more flexible and cost-efficient way. EMC also offers security products through RSA and virtualization software through majority-owned VMware. EMC serves both large, FORTUNE 500 organizations and smaller businesses across many industries. Banks, government agencies, ISPs, and manufacturers are among its customers. EMC has facilities in North America, Latin America, and the Asia/Pacific and Europe, Middle East, and Africa (EMEA) regions. (Hoovers)

Joseph M. Tucci – CEO, Chairman, President

Joe Tucci is Chairman of the Board of Directors, President and Chief Executive Officer of EMC Corporation. Tucci has been EMC's Chairman since January 2006 and President and CEO since January

2001, one year after he joined the company as President and Chief Operating Officer. He is also Chairman of the Board of Directors of VMware Corporation.

With revenues of \$17 billion in 2010 and approximately 48,500 people worldwide, EMC is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. In 2011, EMC's market capitalization placed it among the 10 most valuable information technology product companies in the world. Tucci is based at EMC's corporate headquarters in Hopkinton, Massachusetts.

Tucci has led EMC through a period of dramatic revitalization, continued market share gains and sustained double-digit growth. He has transformed EMC's business model from what was a near exclusive focus on high-end storage platforms to what is now the industry's most comprehensive portfolio of best-of-breed information infrastructure and virtual infrastructure technologies and solutions that enable organizations to implement cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset – information – in a more agile, trusted and cost-efficient way. Today, EMC operates with a balanced product portfolio in which software and services generate more than 50% of its annual revenues.

In recent years, Tucci has overseen the most aggressive new-product introduction cycles in the company's history, led EMC into multi-platform open software, expanded the company's marketplace beyond the enterprise to commercial and small-medium businesses, broadened the company's industry alliances, and established new selling, partnership and distribution channels.

Since 2003, he has spearheaded the investment of more than \$14 billion in strategic acquisitions to fill out EMC's product portfolio, enter new market segments and expand the company's addressable market opportunity. Over this period, he has strengthened EMC's management team with the integration of executives from other major technology companies. He has championed EMC's use of Six Sigma to improve its business processes and engaged employees in the Total Customer Experience, EMC's commitment to consistently exceed customers' expectations for quality, service, innovation and interaction. Acknowledging EMC's rejuvenation under Tucci's leadership, Barron's named him one of the world's Best CEOs in March 2011.

Before joining EMC, Tucci directed the financial and operational rebirth of Wang Global during six years as its Chairman and CEO. At Wang, he guided the company through a rapid and successful emergence from Chapter 11 bankruptcy protection and transformed the company from a midrange computer manufacturer into a worldwide leader in networked technology services and solutions. Under his leadership, Wang acquired and integrated ten companies from 1995 through 1999, and its market capitalization more than tripled. In June 1999, Wang was acquired by Getronics NV.

Prior to joining Wang in 1990, Tucci was President of U.S. Information Systems for Unisys Corporation, a position he assumed after the 1986 merger of Sperry and Burroughs that created Unisys. He began his career as a systems programmer at RCA Corporation and holds a bachelor's degree from Manhattan College and an MS in Business Policy from Columbia University.

He is one of 150 CEO members of The Business Roundtable and the former chairman of its Task Force on Education and the Workforce. He is one of nine chief executives who steer The Technology CEO Council, the IT industry's leading public policy advocacy organization, and is a member of the Executive

Committee of TechNet, a network of CEOs who work to advance the U.S.'s global leadership in innovation. In addition, Tucci is a member of the Board of Directors of Paychex, Inc.; a member of the Board of Advisors of the Carroll School of Management at Boston College; a member of the Board of Trustees of Northeastern University; a member of the Board of Overseers, Columbia Business School; a member of the Advisory Board of Tsinghua University, in Beijing, China; and an Overseer of the Boston Symphony Orchestra.

David Goulden - EVP, CFO

David Goulden is Executive Vice President and Chief Financial Officer at EMC Corporation. With revenues of \$17 billion in 2010 and approximately 48,500 people worldwide, EMC is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset – information – in a more agile, trusted and cost-efficient way.

Goulden oversees the company's worldwide finance operation with responsibility for all of the company's financial reporting, balance sheet management, foreign exchange, audit, tax, and investment banking programs. He is also responsible for EMC's Information Technology and Investor Relations functions and for EMC's Centers of Excellence around the world. In addition, he assists EMC Chairman, President and CEO Joe Tucci in driving and coordinating EMC's internal processes. He reports to Joe Tucci, EMC's Chairman, President and CEO, and is based at EMC headquarters in Hopkinton, Massachusetts.

Previously, Goulden led EMC's customer operations worldwide, including Global Sales in the Americas, EMEA and Asia-Pacific theaters, Global Channels, and Alliances and Partners. Under Goulden's direction, EMC has rapidly transformed into a solutions-oriented technology company with a segmented go-to-market strategy and a partner-friendly selling model. Prior to this role, Goulden oversaw Marketing and New Business Development, where he led EMC's acquisition and integration of independent software providers Legato Systems, Documentum and VMware.

Goulden joined EMC in July 2002 from Getronics, a global IT services provider. There, he was a member of the Board of Management, President and Chief Operating Officer, responsible for operations in the Americas and Asia Pacific, a role he assumed after Getronics acquired Wang Global in June 1999. Prior to the acquisition, he served in numerous executive, strategy and marketing roles during a decade with Wang, as president of Wang Global's U.S. Operations in 1999, as senior vice president for Marketing and Corporate Development directing the company's worldwide go-to-market strategy since 1997, and as the leader of the acquisition team for the 1998 purchase of Olsy, the former worldwide services and solutions subsidiary of Olivetti, which more than doubled Wang's size, when the company became known as Wang Global.

Prior to joining Wang in 1990, Goulden spent ten years at Unisys in a series of international sales and marketing positions. He holds a bachelor's degree in Physics from Durham University (England) and an Executive MBA from Cranfield School of Management (England).

Jeffrey M. Nick, Sr. VP and CTO

Jeff Nick is Senior Vice President and Chief Technology Officer (CTO) at EMC Corporation. With revenues of \$17 billion in 2010 and approximately 48,500 people worldwide, EMC is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. Through

innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset – information – in a more agile, trusted and cost-efficient way.

Nick leads EMC's Corporate Office of Technology, which is responsible for defining the company's evolving information infrastructure technology vision and strategy. He works directly with EMC's executive team and leading technologists across EMC's storage platforms, software products, and global services divisions to develop future products and solutions. He is based at corporate headquarters in Hopkinton, Massachusetts, and reports directly to Pat Gelsinger, President and Chief Operating Officer, Information Infrastructure Products.

Nick chairs EMC's CTO Council, which is the company's internal forum for technical collaboration on information infrastructure design initiatives. He chairs EMC's external Industry Technical Advisory Council (ITAC), a select customer forum for vetting EMC's technical strategy in light of industry technology trends affecting EMC and its customers alike. Nick similarly stewards EMC's Technical Advisory Board, comprised of luminaries assembled from industry and academia to advise EMC senior management on technology trends and disruptions.

In his role as CTO, Nick drives EMC's internal Innovation Network, linking all of EMC's R&D efforts worldwide. He also oversees EMC's sponsorship of university research globally as well as EMC's involvement in industry standards bodies. Nick founded and chairs EMC's corporate Fellow and Distinguished Engineer Review Boards, which are responsible for recognizing and leveraging EMC's top technical talent in shaping integrated technology solutions for EMC's customers. The Office of the CTO also evaluates emerging industry technology trends and plays a key role in setting technical direction for EMC's M&A activities.

Nick joined EMC in September 2004 from IBM, where he held the distinguished title of IBM Fellow, the highest technical honor that IBM bestows on its IT innovators. During his 24-year career at IBM, he held a wide range of technical leadership positions with skills developed across a broad array of computer technology disciplines, including software development, microcode, systems architecture, clustered and distributed systems, database sharing algorithms, and transaction processing. Nick was Vice President, Architecture and Design, responsible for IBM's On Demand infrastructure initiative. He also led IBM's Grid Computing strategy. Nick began his IBM career as a software engineer focusing on the System 390 MVS operating system, and he eventually became the lead architect for the S/390 z-series platform and IBM's industry-leading Parallel Sysplex data-sharing platform.

Nick graduated Magna Cum Laude from Marist College. He currently holds more than 80 U.S. patents in computer systems technology.

48,500 Employees

Syncplicity

San Francisco, CA area
650.227.3280

www.syncplicity.com



Syncplicity delivers powerful, easy to use file management in the cloud. Syncplicity automatically syncs your files across all your computers, backs up your data, and makes sharing files and collaborating easier than ever before.

Syncplicity was founded to solve the challenge of securely accessing, syncing, sharing, backing up and managing files in today's increasingly complex computing environment. The company offers the first comprehensive and secure approach to managing files that is fully optimized for the cloud computing paradigm. More data than ever before is being generated and stored in more places -- on desktops, laptops, servers, mobile devices, and in cloud applications like Google. Many disparate islands of data exist and users struggle to securely find, access, share, and back up their files across all their devices from anywhere and at any time.

Syncplicity solves this challenge without requiring users to move their data to a new place or change how and where they work with their files. With Syncplicity, users and organizations are able to seamlessly manage, sync, back-up, share and collaborate with their files in one comprehensive and easy to use cloud-based solution. Our SaaS model means new users can be live with the product within minutes, with no upfront investment required. Customers of our award-winning flagship product, Syncplicity Business Edition, range from small and medium businesses to enterprises with thousands of employees. Syncplicity Personal Edition serves both prosumers and individual consumers who want to take the hassle and uncertainty out of managing their files. Our partnership with Google provides seamless integration with Google Applications and a terrific user experience for customers using both products. Syncplicity products are available online for trial or purchase, and the company has an

Authorized Reseller Program. Headquartered in San Francisco, California, Syncplicity serves customers worldwide.

Leonard Chung - CEO

Leonard Chung is co-founder and CEO of Syncplicity. He has spent 15 years in the computer industry focused on finding better ways to manage and access data on a large scale. Before co-founding Syncplicity, Leonard spent four years at Microsoft working on innovative cloud architectures and data management solutions in the early days of cloud computing. This included BIG (Billions of Internet Gizmos), an ambitious project to build an end-to-end automated development, provisioning, and management system to manage super-scale cloud services, along with Windows PowerShell and the Microsoft Management Console, to manage large scale Windows server deployments.

Prior to Microsoft, Leonard distinguished himself at IBM as one of only 70 technologists in North America selected for the company's prestigious Extreme Blue program. There he worked on bringing innovation to Storage Area Network performance and management. Previously, Leonard served on the engineering team at Scale Eight, a pioneer in cloud-based file storage solutions founded in 1999. Before Scale Eight, Leonard was granted a Sun Fellowship award and worked on SETI@home, the largest distributed computing project ever launched, with 5.2 million participants and more than 2 million years of aggregate computing time to date. Leonard has also enjoyed notable past collaborations with RISC/RAID inventor David Patterson and ACM Turing Award Winner Jim Gray.

Leonard received a B.A. in Computer Science and a B.A. in Cognitive Science from the University of California, Berkeley. Leonard's hobby has always been computer science – his first job in the computer industry was at the age of 12. Leonard is also an avid cyclist and has competed in multiple 100-mile Century rides.

Ondrej Hrebicek - CTO

Ondrej Hrebicek is co-founder and Chief Technology Officer at Syncplicity. Ondrej is a strong technologist with a record of delivering innovative and quality products to market. Before co-founding Syncplicity, Ondrej was at Microsoft, where he worked on innovating within the Windows Communication Foundation, .NET and Web Services.

While at Microsoft, Ondrej was chosen as an employee with one of the highest future potentials at the company, and was named to participate in an elite division-wide program designed to grow future leaders. Ondrej was given the opportunity to work with the senior executive team, focused on thought leadership to solve broad and strategic technology and product challenges. Ondrej served as the product team liaison to the Web Services standards team. He was involved in the design and implementation of Web Services protocols, and for evangelizing Web Services protocol consumption, validation and testing across the entire Windows Communication Foundation team. To streamline quality assurance, he also led a division-wide effort to consolidate the use of various test methodologies across the organization to ensure higher quality and a consistent testing model. Prior to Microsoft,

Ondrej worked at USB Warburg in Chicago, Illinois. There he developed a comprehensive metadata management solution for the Data Services Group.

Ondrej received a BS in Computer Science from the Illinois Institute of Technology. He is originally from Prague, first moved to the U.S. in 1999, and speaks four languages. Ondrej is an enthusiastic snowboarder and backpacker in his free time.

Abhi Sawant – VP, Engineering

Abhi Sawant is Vice President of Engineering at Syncplicity. Abhi brings 15 years of technology and leadership experience to his current role. Throughout his career, Abhi has demonstrated a strong ability to innovate and build successful teams, taking products from initial concept to proven market leaders. Before joining Syncplicity, Abhi was head of development at CA for Interscope, the company's flagship enterprise solution. He first landed at CA through the company's \$350 million acquisition of Wiley Technologies in 2006, where he led a team that transformed the vision of the CTO and founder into a world-class product, building the team and software solution from the ground up. Prior to Wiley, Abhi spent 6 years at Oracle as a senior member of the technical team in the company's core Server Technologies Division, successfully launching numerous products in his tenure there, including the market dominant Oracle Enterprise Manager.

Abhi received a BS in Computer Engineering from the Universidade Federal de São Carlos. He also earned an MS in Computer Science from the University of Central Florida and an MBA from UC Berkeley, Haas School of Business. Abhi speaks five languages and in his free time, enjoys international travel and scuba diving.

Key Clients

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Asigra.

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Cloud Ready. Tablet and Smartphone Ready Too.

Since 1986, Asigra has been the leading innovator in the Cloud BURR space having introduced many industry first features. Today, with Asigra Cloud Backup™ v11, Asigra

intel + Asigra

Learn More Watch the Video

Since 1986, Asigra has been the leading innovator in the Cloud BURR space having introduced many industry first features. Today, with Asigra Cloud Backup™ v11, Asigra continues that tradition by being the first to provide data protection of handheld devices, including tablets and smart phones; the first multi-tenanted client to dramatically reduce management resources; and the industry's only automated cloud license server. Asigra Cloud Backup v11 is the first enterprise-class cloud backup platform to protect the entire digital footprint (storage, servers, desktops, and laptops on the enterprise LAN as well as remote tablets, smart phones, and laptops), provide data Recovery and Restore Assurance (R2A) for consumers, and establish new performance benchmarks.

For new and existing service providers who focus on data protection, IT constrained organizations, and industries with compliance mandates that are looking to improve their backup with a secure, reliable and predictable data protection cloud backup model, Asigra transforms the way businesses manage and protect their data by delivering market leading cloud backup solutions that seamlessly and efficiently manage, scale and deliver data protection services.

David Farajun – President (Hoovers)

Eran Farajun – Exec VP (Hoovers)

Sara Farajun – Director (Hoovers)

Revenue

\$11.18 M (Hoovers – 2009?)

Over 400,000 sites powered by Asigra