



## [Asigra Delivers Value Beyond Software with Cloud Backup Vertical Marketing Toolkit](#)

*Enables Partners to Become Vertical Marketing Specialists to Drive More Cloud Backup Business*

*Online PR News* -- "25-June-2012" Toronto, Canada, -- Asigra Inc., a leading Cloud Backup, Recovery and Restore (BURR) software provider since 1986, announced the addition of a new Vertical Marketing Strategy to its Hybrid Partner Program. The Vertical Marketing Strategy is designed to help Asigra partners differentiate themselves and become vertical marketing specialists to gain more business in the competitive cloud backup and recovery market. The new strategy, an industry first, was announced at the 2012 Asigra Cloud Backup Partner Summit, which took place from June 11th to June 13th at the Sheraton Center in Toronto.

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We understand the importance of being a vertical marketing specialist and how standing out from the crowd helps you win more business, said Tracy Staniland, Senior Director, Corporate Marketing, Asigra. A vertical market specialist speaks the language of the vertical, has knowledge of the vertical applications used on a daily basis, and understands the business processes and objectives, as well as compliance mandates. Our vertical marketing strategy is designed to give our partners the information and tools they need to successfully market and sell their cloud backup and recovery services to specific industries such as financial services, education, and manufacturing.

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To develop the Vertical Marketing Strategy program, Asigra worked with a leading market research firm to learn more about vertical markets, including gathering information about buyer behaviors and preferences. This information will be vital to Asigra Partners as they target specific markets, particularly those that are steeped with regulatory compliance.

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Some of our partners have already achieved success by targeting specific industries, said Staniland. That demonstrated that there's a lot of potential in vertical markets, especially as most industries are dealing with the emergence of BYOD, Big Data and various industry and government regulations such as Basel III, ISO, SOX, HIPAA, Meaningful Use. All of these issues create multiple opportunities for our partners to capture the growing cloud backup and recovery market in vertical markets.

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It's great to see Asigra develop a strategy like this, said Casey Parker, General Manager, Dakota Backup. Our company has found success in targeting specific markets such as medical and education, but we know how difficult it is to break into those markets. You have to understand the ins and outs of the market, including all the compliance regulations involved, and you have to know what stakeholders in that vertical market are

looking for a in a cloud backup solution. You must have expertise in these markets to deliver value, and this new strategy developed by Asigra has helped us do that.

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About Asigra

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Asigra is the leading cloud computing software vendor focused on backup, recovery and restoration with more than 550,000 global installations. Asigra Cloud Backup transforms the way businesses manage and protect their data by delivering seamless end-to-end data protection that efficiently scales and easily adapts to any IT environment. With more than 26 years of experience as backup/recovery pioneers, Asigra manages one of the largest business-class backup service provider ecosystems in the world who power their cloud backup services using Asigra technology and provide hands-on local service. Asigra is recognized by both Gartner and Forrester as a top cloud storage vendor. Asigra Cloud Backup was recently named Product of the Year by Storage Magazine and Asigra was recently awarded a 5-Star rating in the CRN Magazines 2012 Partner Program Guide, named a CRN 2012 Channel Chief, and also named a Best Channel Partner for 2012 by Business Solutions Magazine. Asigra is headquartered in Toronto, Canada, with offices globally. For more information, visit [www.asigra.com](http://www.asigra.com)

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Company Contact : Greg Devine, Asigra, (416) 736-8111 ext. 1453, [gregory.devine@asigra.com](mailto:gregory.devine@asigra.com)

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Agency Contact : Joe Austin, The Ventana Group, (818) 332-6166, [jaustin@theventanagroup.com](mailto:jaustin@theventanagroup.com)

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Contact :

Joe Austin  
The Ventana Group  
Austin, TX  
[jaustin@theventanagroup.com](mailto:jaustin@theventanagroup.com)  
<http://www.theventanagroup.com/>

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## Media Information

Joe Austin  
[jaustin@theventanagroup.com](mailto:jaustin@theventanagroup.com)  
<http://www.theventanagroup.com/>

TORONTO  
TORONTO  
Canada