



Unitrends Introduces New Direct to Cloud Backup for Unparalleled Data Protection and Effortless Recovery

With Unitrends Cloud Backup organizations of all sizes can protect data without the hassle of managing local backup storage

BOSTON – May 2, 2019 – Unitrends, a Kaseya company and the global leader of all-in-one enterprise backup and continuity solutions, today announced Unitrends Cloud Backup (UCB). This new product empowers IT professionals in small and mid-size organizations and managed service providers (MSPs) to protect data that resides on servers and end point devices by replicating it directly to the Unitrends Cloud.

Despite the shift to cloud-hosted applications such as Salesforce and Microsoft Office 365, a large amount of critical business data is still created and stored outside the cloud – including vital employee-created and managed data such as Word documents, photos, recordings, notes, business contracts, and more. With UCB, businesses no longer have the risk of losing that data to a hard drive crash, a lost laptop, or ransomware. Once in the Unitrends Cloud, data is safeguarded from viruses, hackers, corruption, user error, and accidental deletion.

“Unitrends Cloud Backup provides an affordable, low-maintenance data protection offering to complement existing client backup and recovery solutions,” said Mike Sanders, General Manager, Unitrends. “When it comes to organizations’ backup needs, there’s no one-size-fits-all solution. We aim to provide flexible and reliable solutions that can be tailored to meet a variety of requirements, whether you have limited servers and don’t require the full backup and recovery options provided by a backup appliance, or you already have backup services for specific servers but want an additional, less expensive data protection option for the rest -- and everything in between.”

With this new product, file-level recovery is simpler than ever because UCB removes the need to restore to a local physical storage device before returning data to its original location. UCB features the ability to restore backups to the source device or other media, all while providing visibility into protected assets.

MSPs have the power to configure and manage backups, as well as produce usage reports for each of their customers. UCB can be used alone or in concert with Unitrends backup and disaster recovery appliances.

“We’re excited about Unitrends Cloud Backup because it exemplifies Unitrends’ commitment to providing backup and recovery capabilities that fit a wide variety of customer needs,” said John Smith, President of Chattanooga, TN-based Conversant Group. “As an IT infrastructure and security consulting company, we require this kind of flexibility and cost efficiency in today’s hyper-fast digital world. I’m glad Unitrends provides it.”

Learn more at www.unitrends.com/products/unitrends-cloud-backup.

About Unitrends

Unitrends, a Kaseya company, increases uptime, productivity and confidence in a world in which IT professionals must do more with less. Unitrends leverages high-availability hardware and software engineering, cloud economics, enterprise power with consumer-grade design, and customer-obsessed support to natively provide all-in-one enterprise backup and continuity. The result is a “one throat to choke” set of offerings that allow customers to focus on their business rather than backup. Learn more by visiting www.unitrends.com.

About Kaseya

Kaseya is the leading provider of complete IT infrastructure management solutions for managed service providers (MSPs) and internal IT organizations. Through its open platform and customer-centric approach, Kaseya delivers best in breed technologies that allow organizations to efficiently manage, secure, and backup IT. The Kaseya IT Complete platform is the industry’s most comprehensive, integrated solution suite purposely engineered to help IT both run and grow the business. It empowers businesses to command all of IT centrally, easily manage remote and distributed environments, simplify backup and disaster recovery, and automate across IT management functions. Kaseya solutions manage over 10 million endpoints worldwide. Headquartered in Dublin, Ireland, Kaseya is privately held with a presence in over 20 countries. Learn more at www.kaseya.com. Follow Kaseya on Twitter [@KaseyaCorp](https://twitter.com/KaseyaCorp)