



## **BridgeSTOR, LLC Named a 2012 Emerging Vendor by CRN and UBM Channel**

**Poway, Calif - August 28, 2012** – BridgeSTOR, LLC, the company Advancing Deduplication to the Cloud, today announced it has been selected by UBM Channel and CRN as a 2012 Emerging Technology Vendor. The annual list features the most innovative vendors who not only deliver technology that is easy to use, but can generate the high margins solution providers require. The vendors that make up the CRN Emerging Technology Vendor list were founded in 2006 or later, have revenue under \$1 billion and have an active U.S. channel strategy.

Among these Emerging Vendors are companies that have already established themselves in their market segment and others that are already making an impact despite a recent launch. Each organization on the list represents a new partnership and go-to-market opportunity for solution providers looking to identify new vendor partners.

BridgeSTOR's DDFS™ (Data Deduplication File System) includes specialized algorithms that recognize the unique characteristics of virtual machine images (VHD, VMDK, and the others). When a virtual machine image is encountered, DDFS automatically invokes this optimization to maximize the deduplication of the virtual machine images.

DDFS addresses the perplexing requirement of storing VMware, Hyper-V and other virtual machine image types on magnetic tape, on disk and in the Cloud – in a deduplicated, compressed and encrypted (for tape, compression and encryption are performed by the tape drive) format to minimize the cost and complexity of storing critical data offsite. Using DDFS, deduplicated data can be stored locally, on a network across multiple nodes, or in the cloud.

“Emerging doesn't mean what it used to,” said Kelley Damore, VP, Editorial Director, UBM Channel. “And this collection of up-and-comers and new-to-the-game vendors is on an upward trajectory that a host of young companies that preceded them could barely imagine. With new innovations like cloud computing and virtualization speeding up the pace of innovation, and technology mainstays like storage and networking branching off into new directions, this list encapsulates a tectonic technology shift where the recently founded are starting to rule the roost and become household names much more quickly than in the past. We congratulate each vendor on the list and congratulate them for placing an emphasis on innovation and ease of use, features that are the hallmark of any successful channel offering.”

Final selection to the Emerging Technology Vendor list was made by the CRN editorial team after a review of submitted information. To view a sample of the list and read the editorial accompaniment visit [www.CRN.com](http://www.CRN.com).

“We are proud to have been selected as a CRN and UBM Channel Emerging Vendor” says John Matze, CEO, BridgeSTOR, LLC. Storing deduplicated data on tape – in its deduplicated and data-reduced form – is a challenge our customers have asked to help them overcome for months. We are preparing to formally launch this product, called “CRUNCH™” in the fall.”

### **About BridgeSTOR**

BridgeSTOR, LLC, headquartered in Poway, CA, near San Diego, is advancing the technology of data deduplication to bridge the gap between the data center and offsite storage. The company is extending the boundaries of data deduplication into virtual machine disaster recovery and archive, optimized virtual data transfer to the Cloud and the long term retention of deduplicated data on magnetic tape. BridgeSTOR makes virtual machine data protection, disaster recovery and data archive simple, affordable and accessible to businesses of all sizes. The company brings data deduplication to both cloud

storage and magnetic tape using on-premises Virtual Deduplication Appliances and the innovative “Deduplication as a Service” (DaaS) OPEX-only cost model to deliver a data protection experience that overcomes the limitations of traditional storage and networking.

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