

**Unitrends Recognized for  
its Completeness of Vision  
and Ability to Execute**



## Unitrends Recognized in 2014 Gartner Magic Quadrant Enterprise Backup Software and Integrated Appliances

### From Gartner:

"This Magic Quadrant describes the evolution of backup, which incorporates new products, solutions and techniques for protecting, backing up and recovering physical server and virtual server files, applications, system images and remote offices and endpoint devices.

"Backup and recovery is one of the oldest and most frequently performed operations in the data center. Despite the long timeline associated with backup, the practice has undergone a number of changes (such as new recovery techniques and a new, expanded set of vendors to consider) and challenges, such as how to protect server-virtualized environments, very large databases, remote offices, and desktops, and laptops. Organizations worldwide are seeking ways to easily, quickly and cost-effectively ensure that their data is appropriately protected."

Gartner also found that "...organizations are voicing the opinion that backup needs to improve a lot, not just a little. The rising frustration with backup implies that the data protection approaches of the past may no longer suffice in meeting current—much less future—recovery requirements". "Because the backup/recovery software and integrated appliance market comprises tens, if not hundreds, of vendors, this research narrows it down to those that have a strong presence in midsize and large organization IT environments".

### More About Unitrends

Key benefits that we believe set Unitrends apart:

- **Ease of Use.** People who use Unitrends [Recovery-Series physical appliances](#) and [Unitrends Enterprise Backup™ virtual appliance](#) rave about the enterprise capabilities, heterogeneous OS/application support, and simply how easy Unitrends is to use.
- **TCO (Total Cost of Ownership).** The TCO of physical backup appliances increasingly appeals to growing organizations that can't afford to allow precious IT resources to build backup solutions from scratch, a undertaking which can include configuring servers, storage, networking, operating systems, and integrating data protection software.
- **Recovery Assurance.** Unitrends offers physical Windows instant recovery and virtual instant recovery along with automated operating system-level recovery assurance in the form of auditing physical Windows servers for spin-up. With the integration of [ReliableDR™](#), customers' disaster recovery plans also benefit from automated and orchestrated recovery assurance at the application level.

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