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Paragon Software's Pure Channel Program Gains Momentum as Backup and Recovery Leader Redefines Industry's Approach to IT Channel Strategy

Innovative Channel Program Delivers Record Revenue Growth and Close Ratios of More Than 40 Percent for Participating Resellers and Managed Service Providers

Irvine, Calif. – August 13, 2014 – [Paragon Software Group](#), a leader in data protection, backup and disaster recovery (BDR), today announced record revenue growth for the first half of 2014, besting last year's number by 86 percent for the same period. Due primarily to this year's launch of the company's new Pure Channel partner program, this growth is being driven by the significant increase in the number of new opportunities registered by partners. In addition, the channel partners, resellers and managed service providers (MSPs) participating in Pure Channel are experiencing close ratios of well over 40 percent on the almost 500 new customer opportunities passed on to them through the program.

Focused on helping resellers simplify sales cycles and achieve profitable growth, Pure Channel represents a major overhaul to the company's previous channel program. It stands out in the market because it eliminates the need for traditional revenue commitments, certifications and contracts. The program is built around [Paragon Protect & Restore](#) (PPR), the company's industry-leading, image-based BDR product. PPR is optimized for small and midsize business and mid-enterprise markets and designed for physical, virtual and hybrid server environments.

"With Pure Channel, our goal is simple: to help our resellers and MSPs grow their businesses profitably. We've made it our commitment to do everything we can to be the most effective vendor on their line cards; the growth and opportunities we've delivered to date through the program this year – far outpacing the results of 2013 – are just the beginning," said Tom Fedro, president of Paragon Software Group Corp.

Paragon's "Pure Profit" Strategy Appeals to the Channel

Pure Channel features a high-impact "Pure Profit" strategy grounded in what Paragon calls "[POP](#)" ([Paragon Opportunity Protection](#)), which eliminates minimum revenue and tech training requirements, guarantees 30 percent margin protection and streamlines sales cycles with the industry's fastest online deal registration and transaction processes. In addition, unlike traditional, multi-tiered partner programs,

Pure Channel allows resellers and MSPs to opt into one of only two Pure Channel partner levels: Pure Platinum or Pure Gold.

Pure Channel offers great value to Paragon resellers, according to Ron Belensky, Corporate Sales Trainer and Coach, MicroAge. “Pure Channel not only sets up our sales team for success, but also offers a refreshing and streamlined alternative to traditional BDR partner programs,” said Belensky. “Paragon has gone above and beyond to support our sales efforts by being easy to do business with and demonstrating their commitment to helping us reach our goals.”

Bob Ballard, President of Logisoft Computer Products, LLC, agrees. “With Paragon Software’s new Pure Channel program, it’s never been easier to register opportunities, get 30 percent protected margins and be more profitable selling data protection,” said Ballard.

As part of the Pure Channel program, the company offers monthly webinars to drive partner enablement, with topics ranging from product and sales training to technical tips, business building, customer experience and more. Pure Channel also includes a number of additional go-to-market enhancements including leads, spiffs and dedicated technical support managers for select partners.

Award-Winning BDR Solution

In July, Paragon announced that PPR earned a 9.83 out of 10 points possible in TopTenReview’s 2014 ranking of Best Server Backup Software. In addition, PPR tied with a leading global brand to capture the top spot in the professional support category, while also earning the highest possible ratings across three other server backup software categories including recovery and restoration, management tools and resource management.

Resellers and MSPs interested in becoming Paragon partners can visit Paragon’s Pure Channel page at <http://paragon-downloads.com/partners/paragon-pure-channel-program> or call 888.347.5462.

For more information on Paragon Software Group, visit www.paragon-downloads.com or follow Paragon on [Facebook](#), [Twitter](#) and [LinkedIn](#).

About Paragon Software Group

Paragon Software Group is an innovative software developer focused on two dynamic growth markets. The company’s comprehensive product line for the data storage market addresses the needs of data security, storage and management for PCs, servers and networks. A second portfolio of products focuses on mobile productivity applications for handheld devices. Founded in 1994, Paragon Software Group has offices in the USA, Germany, Japan, Poland, Russia and China, delivering its solutions to consumers, small business and enterprise clients worldwide through a network of Value Added Resellers, distributors and OEMs as well as online through the company website. Paragon Software Group provides technology to a host of world-class companies and partners, including Cisco Systems, Dell, HP, Western Digital Corp., ASUS, Seagate, Toshiba, LG Electronics, Logitech, Buffalo, Acer, EMC/Iomega, Siemens, Lenovo, Microsoft, Motorola, Nokia, and more. For more information, please visit the company website at www.paragon-software.com.

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