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**Paragon Software Is Awarded Five Stars in CRN 2012 Partner Program Guide**

*5-Star Award Follows on the Heels of Daniel Eickhoff's Acknowledgement in CRN's 2012 Channel Chief*

**Irvine, CA — April 2, 2012** — Disaster recovery and data protection software developer [Paragon Software Group \(PSG\)](#), today announced that the Paragon Channel Partner Program was awarded the highest rating in [Computer Reseller News' \(CRN's\) 2012 Partner Program Guide](#). Spotlights on CRN's Web site, "The 5-Star Partner Program rating recognizes the elite subset of Partner Program Guide vendors that give solution providers the best partnering elements in their channel programs. The 5-Star Partner Program Guide is assembled by UBM Channel Research using a methodology it developed for assessing information provided in vendors' PPG applications." Specifically, CRN editors evaluated submissions based on objective data such as "vendor investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support and communication."

The guide provides useful information that IT service companies need to evaluate current and prospective IT vendors. Participating vendors were required to submit detailed information about all aspects of their partner programs. According to Rick Whiting's [2012 Partner Programs Guide: Star Turn](#) report, "UBM Channel Research crunched the numbers and designated some programs as 5-Star Partner Programs.

The 5-Star Partner Program rating recognizes the elite subset of Partner Program Guide vendors that give solution providers the best partnering elements in their channel programs. The 5-Star rating is bestowed on programs whose overall rating is among the elite segmented by company size: enterprise (annual revenue of more than \$1 billion), midsize (revenue between \$100 million and \$1 billion), small (revenue less than \$100 million) and emerging companies (founded in 2006 or later)."

"Paragon has always embraced the indirect sales model," explains Daniel Eickhoff, Director of Channel Sales for Paragon Software. "From the founding of the company, our sales, marketing and support organizations have been focused exclusively on satisfying the needs of the channel." In 2011 strong revenue and profit growth allowed Paragon to make significant investments in strategic demand and lead generation initiatives to fuel the channel, while at the same time expanding its team of first-class channel managers to service Paragon's growing partner-base. "As a result, our existing partners were

able to increase their Paragon revenue by an average of 25 percent, with many of our top partners growing by more than 50 percent," said Eickhoff.

To learn more about CRN's evaluation of Paragon's Channel Partner Program visit [Paragon's listing in CRN](#). To see CRN's evaluation of Daniel Eickhoff's contribution to Paragon's channel program, visit [CRN's 2012 Channel Chief Listing](#).

### **About Paragon Software Group**

Paragon Software Group is an innovative software developer focused on two dynamic growth markets—data storage and mobile productivity. 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 has offices in the USA, Germany, Japan, Poland and Russia 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 provides technology to a host of world class companies and partners including Cisco, Dell, HP, WD, ASUS, Seagate, LG, Logitech, Buffalo, Iomega, Siemens, Lenovo, Microsoft, Motorola, Nokia, and more. For more information please visit the company website at [www.paragon-software.com](http://www.paragon-software.com).

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