StorageCraft intensifies training program

SYDNEY,January 20. StorageCraft, the recognisedworld-leading provider of real-time recovery solutions, is intensifying itseducational program during 2012, with a high-powered combination of free live webinars,face-to-face technical training across Australia and New Zealand and aSydney-wide StorageCraft Happy Hour providing partner sales training.

The Q1 events will run from early February to late March and cover 15 trainingsessions.

Greg Wyman, Vice President Asia Pacific, said: We want our customers andpartners to be upskilled and confident in using and selling StorageCraftsolutions, while ensuring that end users understand what problems can be solvedby using our technology. This will help togenerate demand for our technology: we are targeting the entire supply chain,to make the sales process easier.

He added: Our customers tell us some of the reasons they have migratedand standardised on our technology are due to the ease of use, the reliabilityand the quality of training we provide. Essentially, the intensified trainingregime represents a substantial investment in enabling our partners to prosperby selling StorageCraft technology and helping to ensure our customers are ableto recover their data anywhere, anytime and every time.

The training events are scheduled in response to continuing demand. AsStorageCraft introduces version upgrades and new features, Wyman believes it isessential to make sure that end users can take full advantage of ShadowProtect,and resellers are up-to-date with the extensive range of solutions StorageCrafttechnology provides.

He said: Even though our sales people are dedicated to regularface-to-face contact in between quarterly tech training sessions, we are awarethat we need to provide content more frequently to engage our partners and endusers with our solutions. Webinars are a great way to have a two-wayconversation about certain issues, and we want to take full advantage of thisfantastic tool.

With the recent appointment of a dedicated strategic partner manager andthe extension of technical support hours to 24x7, StorageCraft has certainlyshown a commitment to responding to their customers needs. In four years, wehave acquired more than 32,000 customers in just Australia and New Zealand and ideally, we want them all to be experts at using ShadowProtect, and then goand tell the world how it will solve many of their data recovery problems.

To register for StorageCrafts events and webinars, visitwww.storagecraft.com.au/events.php

About StorageCraft

StorageCraft TechnologyCorporation is a premier software company focused on assisting their customersin recovering data and systems fast and reliably. StorageCraft developsinnovative disk-based backup, disaster recovery, system migration, backup monitoringand testing solutions. StorageCraft software reduces downtime, improvessecurity and stability for systems and data and lowers the total cost ofownership for systems in physical, virtual and cloud environments.

www.storagecraft.com.au

For more information

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