

Insentra Group and Archive360 Announce Exclusive ANZ Distribution Partnership Amid Strong Information Management and Cloud Momentum

Leader in Enterprise Information Management and Archiving selects Insentra to distribute and represent their Archive2Azure™ platform in Australia and New Zealand

Sydney, 31st March 2021 – Global, Advisory, Managed and Professional Services provider Insentra, and information management and archiving leader Archive360 have launched a new partnership enabling Insentra to distribute Archive360's Archive2Azure™ platform exclusively across A/NZ. This partnership expands Insentra's growing ISV portfolio which already includes IGEL, Nulia and Torsion Information Security.

Archive360, the archiving and information management platform trusted by enterprises and government agencies worldwide, saw significant momentum during 2020, announcing in November a 290% increase in Annual Recurring Revenue (ARR), an 80% rise in its client base and their inclusion by Gartner Inc. as a Visionary in the 2020 Magic Quadrant for Enterprise Information Archiving which Gartner describes as vendors "differentiated by product innovation".

In November 2020, Archive360 also announced plans to expand its technology portfolio and enhance market outreach; this partnership with Insentra is a key step toward the company's 2021 partner expansion goals. To address growing market demand and meet the expectations of Enterprise buyers, Insentra will provide sales, enablement and support for Archive2Azure across Australia and New Zealand. This will ensure optimal user experience and service levels for clients and partners.

"Archive360 is seeing growing demand for its products from organisations across the A/NZ region," said Insentra CEO, Ronnie Altit. "Leveraging Insentra's proven archive migration experience, our knowledge of the Microsoft ecosystem and Azure, plus our 100% channel only model makes us a logical choice to distribute their Archive2Azure solution," he said.

"Insentra's PartnerObsessed™ model ensures our partners can be confident we will not compete for existing or future opportunities. We see this as a great opportunity for our partners to drive increased Azure revenues, enabling them to provide their clients with a secure, robust and proven destination for their aging data." he added.

Archive360's PaaS platform is trusted by organisations around the world to securely migrate their digital data to the cloud, and responsibly manage it for today's regulatory, legal and business intelligence obligations. Customers achieve this by applying context around the search, classification, and analysis of structured and unstructured data - including files, videos, audio, CRM, ERP, emails/electronic communication, social media - while maintaining full control over security, privacy, access, and compliance.

"The Archive360 and Insentra partnership is a powerful combination allowing us to drive greater business impact for our partners and their customers in Australia and New Zealand," said Bob Desteno, CEO of Archive360. "We believe that Archive360's relentless commitment to delivering solutions that better address customers' changing needs for information management, combined with Insentra's exclusive channel model, technical expertise and track record for delivery and support helps us better unlock the full potential of this fast-growing market."

For more information visit insentragroup.com.

About Insentra

Insentra is a truly collaborative IT Services partner delivering a range of specialised Advisory, Professional and Managed services, transacting exclusively through the IT channel. Our partner centric business model provides our partners and their clients with access to technologies, industry expertise, and accountable outcomes. Our service offerings cover technologies by Microsoft, Citrix, Red Hat, Torsion Information Security, IGEL, Nulia and many more across modern workplace, cloud, collaboration, security, support, migrations and more. We love what we do and are driven by a relentless determination to deliver exceptional service excellence. The combined individual skills, experiences and perspectives of our crew enable us to achieve powerful results for our partners and their clients. For more information on Insentra, visit www.insentragroup.com.

About Archive360

Archive360 is the enterprise information management and archiving company that businesses and government agencies worldwide trust to securely migrate their digital data to the cloud, and responsibly manage it for today's regulatory, legal and business intelligence obligations. This is accomplished by applying context around the search, classification, security, retention, disposition and indexing of data including files, videos, and emails—all while allowing organizations to maintain full control over privacy, access, and compliance. Archive360 is a global organization that delivers its solutions both directly and through a worldwide network of partners. Archive360 is a Microsoft Global Co-sell Prioritised ISV, a Microsoft Cloud Solution Provider, and the Archive2Azure™ solution is Microsoft Azure Certified. To learn more, please visit <http://www.archive360.com>

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