



Press Release

## **SEP Partner Summit more international than ever before**

- SEP Partner Summit including international partners held at Lake Tegernsee from February 9 – 10, 2015
- Technological innovations and new price models introduced
- Partner Awards presented to Bechtle and NDS8

**Weyarn/Tegernsee, GERMANY, February 12, 2015** – The 2015 [SEP](#) Partner Summit, which took place this year for the sixth time, once again attracted even more visitors. 150 participants in total traveled to the picturesque event venue on Lake Tegernsee. 15 of them were from countries such as Poland, Italy, the United Kingdom, Greece, the United States, Australia and South Africa. The manufacturer of platform-independent, hybrid backup and disaster recovery solutions relies solely on resellers for sales. The partners learned more about all of the latest developments from SEP at the event. The topics included technological innovations for backing up Microsoft Exchange and SharePoint servers, improved and even faster recovery processes for virtual machines in VMware vSphere and Microsoft Hyper-V environments, as well as optimized functions for databases from SAP and Oracle. Among its other achievements, SEP sesam is a certified backup solution for SAP HANA in the enterprise Linux environment. Starting with the upcoming version, it will be possible to replicate the data saved on Linux- and Windows-based backup servers at various sites in a way that saves bandwidth through integrated deduplication. On the sales side, the participants were given the chance to familiarize themselves with the new volume and subscription price model that allows for even more flexible offerings for customers. Finally, the partners Bechtle and NDS8 were able to take pride in winning this year's SEP Partner Awards.

Besides the technical topics that were addressed, the current status of the area of IT compliance, a topic that is particularly important to data backup and storage, was also addressed. Dr. Jens Bücking, an attorney who specializes in IT law in Europe for the law firm esb, presented the latest regulations and legal cases that can be crucial to doing business in Germany and Europe. The participants listened to these aspects with great interest and this information increased SEP's partners' expertise in advising their customers. The advantage that software development "Made in Germany" offers also played a key role here. After all, SEP is the only provider of hybrid backup and disaster recovery solutions that meets this criterion. The successes were celebrated together in the evening at the nearby Wallberg after the courageous participants were given the chance to ride down into the valley on a



toboggan on Germany's longest natural slope. Everyone really enjoyed this, especially considering the excellent snow conditions.

"Ever since we organized the first SEP Partner Summit six years ago, this event has developed into a permanent fixture for our partners," says Georg Moosreiner, CEO of SEP AG. "We have never welcomed so many participants before and the feedback at the international level has also been fantastic. The positive comments we have received in many personal conversations with our partners and with the sponsors of the event have convinced us to hold the event again in 2016," he added.

SEP's technology partners Fujitsu, Novell, Red Hat, Univention, Q5, sayTEC, SUSE, Zarafa, FairCom and GWAVA also participated in the Partner Summit by exhibiting at the event and by giving presentations. The growing SEP ecosystem could thus be clearly seen and showed the partners the many possibilities and usage scenarios that surround SEP sesam. The Gold Partner Bechtle was presented with the "Reseller of the Year" award at the award ceremony that followed. NDS8 from the United Kingdom received the "Top Competency Award," which was presented for the first time. Bechtle was honored because the IT system provider realized various large installations together with SEP last year. Furthermore, NDS8 has gained years of expertise in integrating SEP sesam and serves its customers across national borders.

### **SEP to also present its solutions at CeBIT 2015**

SEP AG will also be exhibiting at CeBIT 2015 in Hannover from 16 – 20 March 2015. Together with the solutions partners BW-Tech and it25, visitors to booth C56 in hall 2 will be able to learn more about the many advantages that enterprise-wide use of the centrally administrable hybrid backup solution offers.

### **About SEP AG**

SEP AG is a manufacturer of backup and disaster recovery solutions for the protection of cross-platform, heterogeneous IT environments. The data backup solution "SEP sesam" is "Made in Germany" and protects a broad range of virtual environments, operating systems, applications and databases. Its universal support for complex system environments strongly distinguishes SEP's solution from those of its competitors. Consolidation of multiple backup systems to form a centrally administrable hybrid backup solution is therefore possible. Thanks to its intelligent and flexibly usable deduplication technology, this solution significantly reduces the need for backup storage. Here, SEP places particular importance on an extended support matrix that also includes older systems. Companies and organizations can thus perform high-speed data backups and recoveries independently of the sites. This gives users the flexibility to grow and modify their IT infrastructure in

# SEP

## Hybrid Backup

a customized manner. With the solutions that SEP offers, business-critical data is always kept available to save time and, as a result, reduce the need for capital as well as operating costs.

SEP has been developing and marketing enterprise data protection solutions since 1992 and its headquarters are located near Munich, Germany. A subsidiary that consists of a support and sales team is also based in the USA. Furthermore, SEP has a strong partner network and relies entirely on resellers for its sales. Its customers in more than 50 countries include SPIEGEL publishing house, public services Potsdam, Port of San Diego, the Technical University of Vienna, GAD (an IT service provider to a cooperative banking group in Northern and Western Germany) and Georgetown University.

Further information can be found at [www.sep.de](http://www.sep.de)

### Review SEP sesam with free demo support

<http://www.sep.de/download>

### Social Media

Twitter: [www.twitter.com/SEPHybridBackup](http://www.twitter.com/SEPHybridBackup)

LinkedIn: <https://www.linkedin.com/company/846856>

Facebook: [www.facebook.com/SEPHybridBackup](http://www.facebook.com/SEPHybridBackup)

YouTube: [www.youtube.com/SEPsasam](http://www.youtube.com/SEPsasam)

### Customers' Success Stories

<http://www.sep.de/referenzen/>

### Photos and graphics



Opening event of the SEP Partner Summit 2015

[https://www.dropbox.com/sh/vlmmharfrh8gkwp/AAC6w7XKteztbeuWFHnF50sma/SEP\\_Partner\\_Summit\\_2015-7627.jpg?dl=0](https://www.dropbox.com/sh/vlmmharfrh8gkwp/AAC6w7XKteztbeuWFHnF50sma/SEP_Partner_Summit_2015-7627.jpg?dl=0)

(jpg, 4c, ca. 7 MB)

# SEP

## Hybrid Backup



Enjoying the sun – view over Lake Tegernsee

[https://www.dropbox.com/sh/vlmmharfrh8gkwp/AACQxMn3xvztqGE31uIDkriHa/SEP\\_Partner\\_Summit\\_2015-7779.jpg?dl=0](https://www.dropbox.com/sh/vlmmharfrh8gkwp/AACQxMn3xvztqGE31uIDkriHa/SEP_Partner_Summit_2015-7779.jpg?dl=0)

(jpg, 4c, ca. 7 MB)



Tim Heywood (r., founder and CTO, NDS8), receives the „Top Competency Award“ by Georg Moosreiner (CEO, SEP AG)

[https://www.dropbox.com/sh/vlmmharfrh8gkwp/AAASdal\\_IZX5zdhNuO3CXNr4a/SEP\\_Partner\\_Summit\\_2015-7847.jpg?dl=0](https://www.dropbox.com/sh/vlmmharfrh8gkwp/AAASdal_IZX5zdhNuO3CXNr4a/SEP_Partner_Summit_2015-7847.jpg?dl=0)

(jpg, 4c, ca. 7 MB)

# SEP

## Hybrid Backup



Thomas Michael Müller (2nd l.) and Sven Büchsenschütz (2nd r.), from Bechtle, were presented with the „Reseller of the Year“ award by Georg Moosreiner (l.) and Hartmut Birke (r.), SEP

[https://www.dropbox.com/sh/vlmmharfrh8gkwp/AACs-jBd\\_XUzI7\\_a9-F6m5lfa/SEP\\_Partner\\_Summit\\_2015-7871.jpg?dl=0](https://www.dropbox.com/sh/vlmmharfrh8gkwp/AACs-jBd_XUzI7_a9-F6m5lfa/SEP_Partner_Summit_2015-7871.jpg?dl=0)

(jpg, 4c, ca. 7 MB)

**Find the official SEP logos and photos here:**

<http://www.sep.de/mediapool/>



Georg Moosreiner, CEO of SEP AG



Logo SEP AG

**Video about the event:**



<http://youtu.be/11tkl6qgLLc>

Playlist with all videos and interviews with attendees:

<http://www.youtube.com/playlist?list=PLoTFTskMneqPmQ5mUA9ectowVjiHRtSCq>

**Contact**

SEP AG

Ziegelstraße 1

83629 Weyarn

GERMANY

Tel: +49 8020 180-0

Fax: +49 8020 180-666

Email: [info@sep.de](mailto:info@sep.de)

**Media contact**

David Schimm

Veritas Public Relations

Tel: +49 8024 467 3132

Cell: +49 179 5944745

Email: [presse@sep.de](mailto:presse@sep.de)