

Greenview Data Press Release

Greenview Data Rides Massive Wave of Momentum to Meet Expanding Market Demands

Unparalleled Growth, Product Portfolio Expansion Supports Vision for the Future of the Company

ANN ARBOR, MI (3/11/2011)—As modern IT demands have evolved, Greenview Data has anticipated these changes and continues to develop and offer cutting edge solutions to solve some of the most vexing IT-related business challenges. Building upon massive momentum gained in 2010, the company is looking to yet again expand its offerings and solidify its role in helping companies of all sizes manage their business communication needs.

Greenview, which gained notoriety for its award-winning SpamStopsHere email anti-spam solution in the early part of the decade, saw its year-over-year net income jump nearly 400 percent in 2010.

The reason: sales of its email encryption service have shot up an astounding 8700 percent, driven by massive growth in demand for the service beyond the healthcare industry to now include accounting firms, insurance providers and others who deal with any kind of sensitive data. The service, powered by ZixCorp, one of the largest email encryption providers in North America, enables companies of all sizes to not only protect the transmission of sensitive data with an efficient, automated process, but also meet stringent HIPAA, SOX and other federal compliance standards.

In fact, demand for its encryption service has increased to the point that Greenview is now offering the service as either a stand-alone product or bundled with its newly launched email hosting service, which has already begun to show similar momentum. Through its partnership with Zimbra, Greenview's portfolio has expanded beyond email solutions to now include a full-featured collaboration suite complete with calendar, contacts and document synchronization over desktop and mobile devices. The comprehensive solution has proven to be a much simpler and more affordable alternative to the very resource-intensive and rigid Microsoft Exchange.

"We're seeing a growing trend toward companies looking to consolidate their data communication services and deal with a single, comprehensive provider they know they can trust," said Greenview Chief Operating Officer Joel Abramson. "Our partnerships with Zix and Zimbra allow us to offer a suite of very affordable and reliable solutions that enable our customers to achieve and maintain the right mix of security and efficiency in some of the most challenging and competitive industries."

Over the last year, sales of Greenview's RestorEmail email archiving solution have also increased more than 200 percent. The worry-free and hardware-free hosted solution provides for easy recover of historical email for legal discovery and reliability, redundancy and peace of mind in the event of natural disaster or server failure that virtually eliminates downtime and business interruption. The 30-day archiving service is included with every Greenview Data Hosting package, along with the company's award-winning SpamStopsHere anti-spam and anti-virus protection.

The company's stellar growth trajectory has prompted several new initiatives, including a new outside sales force dedicated to building strategic reseller partnerships throughout the world. In addition, Greenview has also established a special R&D initiative (akin to Google's now infamous "Innovation Time Off"), allowing employees to focus on future product and service expansion outside the company's current product portfolio.

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“We’ve been successful by developing and delivering innovative products at the most opportune time to meet our customers’ needs,” Abramson said. “This has allowed us to have the flexibility to embark on a formalized program that will give us the freedom to take what we’ve learned and push the envelope beyond our current core competencies.”

At the same time, the company has reinvented its roots with a newly released version of its one-of-a-kind VEDIT software that launched the company. To this day, VEDIT remains the only solution of its kind to enable quick editing, conversion and sorting of virtually any size or type of file, including mainframe, binary and database formats, and even those exceeding 2 Gigabytes.

For more information about Greenview Data’s comprehensive hosted email suite, compliance-level encryption, other email management solutions or VEDIT, visit www.greenviewdata.com.