

MarketLink Launches SMB Channel for Datacastle

By MarketLink Services

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Datacastle's PC backup and data protection service offers an encrypted storage solution to the MarketLink channel of storage and security resellers.

NOVI, MI – MarketLink Services, the leading provider of outsourced marketing and sales services in the high-tech market, today announced it has embarked on an aggressive campaign for its new client, Datacastle Corporation, a leading enterprise-class PC backup and data protection company, to add new, qualified Value Added Resellers (VARs) serving the SMB market throughout the United States. The MarketLink campaign will focus on recruiting and driving channel partners for Datacastle's unified PC backup, data privacy and data protection solution.

"MarketLink will help us rapidly expand our network of qualified channel partners serving the SMB market," said Ronald Faith, president and chief executive officer of Datacastle. "The combination of MarketLink's channel recruitment expertise and Datacastle's unified data protection solution offers storage, security and networking resellers a way to address the security and compliance challenges of SMBs."

"Backup storage is a high-growth category, but until now, securing remote and mobile users' data during the backup process has been a challenge. Datacastle is the first company to consider these issues with an affordable, secure, encrypted PC backup solution," said Dan Dempsey, president and chief executive officer of MarketLink. "Datacastle's unified PC backup and encryption technology in the cloud makes for an exciting and explosive solution for the SMB market. A welcomed opportunity to the thousands of storage and security resellers MarketLink has worked with over the past ten years."

MarketLink is actively recruiting storage, security and networking resellers for the Datacastle solution. For more information, visit <http://www.datacastlecorp.com>.

About MarketLink Services

MarketLink Services has provided channel development, sales and marketing solutions for many start-ups, SME's and leading high-tech companies since 1997. Drawing on our vast experience and key relationships in the industry, MarketLink customizes sales, marketing and distribution plans for effective penetration into desired markets. We have built our success upon delivering measurable results for clients through targeted, strategic campaigns to achieve market dominance. The depth and breadth of experience in the MarketLink team enables us to deliver services that bridge the gap between manufacturer, reseller and consumer. For more information, visit <http://www.marketlinkservices.com>.

About Datacastle

Datacastle Corporation has a singular mission—to help organizations simply and cost-effectively protect data against damage, loss and theft. Datacastle offers five best of breed components in one enterprise PC data privacy solution—integrating policy-driven PC backup, robust AES encryption, automated key management, unrivaled data reduction, proactive data deletion and device tracing. Listed in Gartner's Hype Cycle for Storage Technologies, 2008, Datacastle offers enterprises the most secure and comprehensive PC backup and data protection solution available—preventing data security risks, gaps in compliance and erosion of brand value. Datacastle's software is available through leading service providers and software resellers worldwide. For more information, visit <http://www.datacastlecorp.com>.

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MarketLink is a leading national channel development organization, building successful sales channels for high-tech companies and manufacturers through customized sales and marketing. MarketLink creates demand and drives sales for desired markets.

Category Technology, Internet, Services
Tags marketlink, channel building, channel launch, outsource, Sales, Marketing, datacastle, online backup
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