



PR Agency for Zetta:
Silicon Valley PR
Georgiana Comsa
(408) 435-1500
georgiana@siliconvalleypr.com

ZETTA NAMED BY NETWORK WORLD AS ONE OF TEN STARTUPS TO WATCH IN 2010

January 6, 2010 – SUNNYVALE, Calif. - Cloud storage service provider [Zetta](#) today announced that it has been selected as one of the “[10 startups to watch in 2010](#)” by Network World. The prestigious publication chose 10 companies that are “tackling pressing problems related to [virtualization](#), the [cloud](#), [smartphones](#), [network management](#), [security](#) and power and cooling.” Zetta’s Enterprise Cloud Storage solution combines the rich features of on-premise enterprise storage with the business benefits of a network-based, on-demand delivery model.

“We are honored to be recognized by Network World, as this validates not only our efforts in the cloud storage market, but also the expanding customer needs for enterprise-class cloud storage solutions,” said Jeff Treuhaft, CEO of Zetta. “The article states that there are ‘vendors trying to bring real-world benefits of cloud technology to the enterprise’ and Zetta is known for being the first company to build a highly scalable storage service for enterprises’ primary data, allowing our customers to easily expand their storage infrastructure into the cloud and significantly reduce the cost of managed storage, as well as improve reliability without sacrificing performance.”

The Network World article recognizes that, when it comes to cloud storage, many users are concerned with the safety of their information. The article mentions that “to help ease those concerns, Zetta has built a system that encrypts data at rest, and can withstand multiple hardware and network failures without losing data.”

A recent [survey](#) of 400 IT professionals completed by Zetta at the end of 2009 revealed that security and privacy were indeed the most popular concern or barrier to cloud storage adoption (47 percent). On the other hand, for companies finding and trusting the right cloud storage provider, expected benefits of cloud storage included lower storage costs (64 percent) and the ability to support dynamic growth and contraction (61 percent). Survey results also revealed that almost half of respondents were already implementing or planning to implement cloud storage solutions. The bulk of the survey respondents (68 percent) stored more than five terabytes of unstructured data while 29 percent of the respondents stored more than 50 terabytes. Unstructured data included email, archives, media files, collaboration files and backups. [Download the complete survey here.](#)

About Zetta

Zetta Inc. is a leading provider of enterprise cloud storage solutions. With headquarters in Sunnyvale, Calif., Zetta was established in 2007 by successful serial entrepreneurs and technology executives from companies such as Netscape, VeriSign, Symantec, EqualLogic, and Shutterfly. The company has raised \$11 million to date, and is backed by Sigma Partners, Foundation Capital, and its founders. For more information, please visit www.zetta.net.

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