

Zentyal's new business strategy accelerates internationalization

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- *The company plans to extend to other key markets in Latin America and in Europe through new partnership agreements*
- *Zentyal stimulates the development of small and medium businesses by offering them an all-in-one IT solution that is easy to use*

Zentyal, developer of easy IT solutions for small business, has presented today the most important aspects of the company's business strategy for 2013. The company plans a strong **international expansion** in Europe and Latin America and **consolidation of an authorized partner network** that markets and supports Zentyal-based solutions.

The strategy, built around **software products** designed, developed and marketed by Zentyal, is based on three key pillars: a **fully integrated all-in-one IT solution** from the server to the cloud, a business model based on **subscription services** and a **clear channel focus**, helping partners to offer higher value-added services and to generate more revenue.

The trajectory of Zentyal demonstrates the suitability of Linux-based solutions in the small and medium businesses instead of proprietary solutions. Since the foundation of the company five years ago, Zentyal has managed to become a **global reference point for all-in-one IT solutions aimed at SMBs**, with a strong international presence. The competitive advantages offered by its products, that require very little local adaptation and are available from a distance for a reduced cost, are the main reasons that have driven the company towards internationalization.

During 2012, more than half of Zentyal's turnover **came from abroad**. As for the **customer base**, approximately **60%** were located in **other European countries, Latin America and North America**.

During 2013, the company foresees a consolidation in the Spanish market and expansion to other countries -including **Mexico, Brazil and Chile**-, that offer specially interesting markets for their economical situation as well as for the number of downloads, installations and partnership requests received by Zentyal in these countries. Thanks to this ambitious expansion plan, Zentyal aims to triple its turnover in 2013.

An attractive offering for small and medium businesses

Zentyal's offering is aimed at an extremely horizontal market, namely that of small and medium businesses, independently of their activity or location, and provided always through a trusted IT provider. For **Ignacio Correas, founder and CEO of Zentyal** "99% of all companies in the world are

SMBs, so we are talking about a huge market. However technology vendors have traditionally shown very little interest in developing solutions that adapt to their needs because this type of companies operate under very limited resources."

The current difficult economic climate leads many SMBs to delay their technology investments, rationalize costs and evaluate carefully the total cost of ownership (TCO). "*Great opportunities open for Zentyal in this environment, where both the client and the IT provider are asking for easy-to-use IT solutions that require little deployment and maintenance time and adapt to the budgetary reality of SMBs in order to be more competitive*", highlights **Ignacio Correas**.

From the server software to cloud-based services to manage network infrastructure, Zentyal offers SMBs and their local IT providers the advantages and savings of Software as a Service (SaaS), without license costs and making it possible to improve the safety and reliability of computer networks, reduce technology investments and operational costs. Today Zentyal offers a leading **open source alternative** to Microsoft products aimed at SMBs (Windows Small Business Server or Microsoft Exchange, etc.), providing **up to 50% of savings**.

Zentyal integrates into a single platform solutions that help to manage **corporate communication and network services, Internet access, network infrastructure** and, in addition, these can be **remotely monitored and managed**, all through a simple and easy-to-use graphical user interface that can be used without extensive training. Moreover, as the solution is offered as a subscription service, the cost is very affordable for small and medium businesses that can enjoy a full commercial edition starting from 49,50€ per month.

Unlike other Linux distributions aimed at the SMB market, Zentyal is backed by Canonical -the company behind the Ubuntu distribution- and it offers major functionality and integration.

A strong commitment to the distribution channel

Zentyal's business strategy is based on the network of Authorized Zentyal Partners with two main categories: **Professional** -Managed service providers with a clear focus on a geographic area or a vertical market- and **Premier** -Strategic partners with extensive knowledge on Zentyal technology and access to large projects. Today Zentyal has 11 Professional and Premier partners in Spain, and the company plans to double this figure in 2013.

Currently channel sales account for 35% of the company's turnover although the company expects to increase this percentage to reach 90% next year and to achieve its target of 100% in 2015. To this end, in 2013 Zentyal plans to sign new partnership agreements with IT support and service providers, managed service providers, system integrators and software development companies. The goal is to cover all the Spanish territory through Authorized Partners as well as to boost the partner network in Mexico, Brazil and Chile.

The Zentyal Partner Program offers technical training, ZeCA (Zentyal Certified Associate) Exam together with sales training. Other resources offered by Zentyal to its partners include sales materials and business opportunities generated through company's marketing activities. In addition, partners count on both sales support as well as specialized technical support for Zentyal-based projects.

About Zentyal

Zentyal designs and develops IT solutions for small and medium businesses since 2004. The company provides SMBs and their local IT providers all-in-one IT solutions that are easy to use, from

the server to the cloud. Zentyal-based solutions allow to reduce and rationalize IT investments, improve the security and minimize system downtime.

Zentyal-based solutions are widely used by small and medium businesses independently of their activity or location, as well as by public administration or the education sector. The partnership agreements signed with IT support and service providers in more than 20 countries guarantee the distribution of Zentyal-based solutions to customers worldwide.

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