Neuxpower create new licensing model for IT Service Providers

Friday 25 July, 2014

LONDON, UK. July 25, 2014 - Neuxpower (www.neuxpower.com), a global leader in file optimization software, today launched a new licensing program aimed at IT Service Providers. Now for the first time, service providers can rent a license of NXPowerLite for File Servers for a simple annual fee, and use it to provide a range of storage optimization services directly to their own customers.

NXPowerLite software reduces storage by replacing large PDF, Microsoft Office, JPEG and TIFF files with smaller optimized versions. It is extremely versatile, and can be pointed at many familiar business and IT issues including:

- Reducing storage before a migration/consolidation project
- Extending the life of existing servers by reclaiming space
- Optimizing customer data to shorten backup windows

"It is ideal for data migration projects because it is both transparent and permanent, so once you have reduced the storage you don't need to rehydrate it before moving it," said Mike Power, CEO, Neuxpower. *"When the content arrives on the new device, it remains optimized, so this means less storage to manage, shorter backups and all the other associated benefits of having less storage."*

Customers already love this technology; by making it simple for service providers to add this to their offerings we are aiming to significantly expand our reach and delight many more companies.

"NXPowerLite is the best software I've ever purchased… It has saved me thousands and a lot of time."

The Bishop's Stortford High School

NXPowerLite software has been around for 10 years now and Neuxpower have sold over 2 million licenses worldwide. It has had a huge take up in defense with over 500,000 licenses in this sector alone, but has also been very successful in manufacturing, retail and media and advertising.

"This is an exciting time for Neuxpower to build on an already successful business and I'm delighted to share it with the IT Service Provider community. We are committed to innovate and to bring new service opportunities to this sector, creating additional revenue for IT Service Providers while saving customers time and money. We are looking for partners that share our values of drive, integrity and simplicity," said Tal Pelta, Sales & Marketing Director, Neuxpower.

If you are interested in finding out more, please get in touch with us on partners@neuxpower.com

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