



NEWS RELEASE

PrivateCore Recognized by CRN as a 2014 Emerging Vendor

List Highlights Hottest Tech Startups Impacting the IT Channel, Technology Industry

PALO ALTO, CA – July 21, 2014 – [PrivateCore](#), the private computing company, announced today it has been recognized as one of 2014's hottest emerging technology vendors by [CRN](#), the top news source for solution providers and the IT channel. The annual Emerging Vendors list identifies up-and-coming technology vendors that have introduced innovative new products, creating opportunities for channel partners in North America to create high-margin, cutting-edge solutions for their customers.

PrivateCore [vCage](#) software audits server platform integrity and protects OpenStack clusters from persistent malware, malicious hardware devices, and insider threats. vCage validates the integrity of OpenStack infrastructure and protects servers using memory encryption to secure data in use across private, public, and hybrid clouds.

PrivateCore partners with the world's leading technology and channel providers to bring comprehensive solutions, services and support to our customers. PrivateCore provides the opportunity to augment existing OpenStack solutions and services with essential infrastructure security.

"Solution providers are always on the hunt for the next big technology trend so that they can bring new solutions to their customers before they even know they need them. These vendors are on the forefront of IT innovation and are offering products and services that channel partners can use to stay ahead of the competition," said Robert Faletra, CEO of The Channel Company, publisher of CRN. "We congratulate 2014's Emerging Vendors for creating the next wave of technology that will drive the IT industry forward and for opening the door to new, unique solutions from the IT channel."

"This CRN recognition of PrivateCore vCage validates the server attestation technology innovation that the PrivateCore team has demonstrated," said Oded Horovitz, PrivateCore's co-founder and CEO. "PrivateCore vCage provides a fantastic channel opportunity to secure OpenStack servers and counter the threat posed by persistent malware."

Companies included in CRN's 2014 Emerging Vendors list were founded in 2008 or later and are actively working with channel partners in North America. The list, along with information about each vendor, will be published in CRN's August 2014 issue and will also be available online at www.crn.com.

About PrivateCore

PrivateCore is the private computing company. PrivateCore vCage software validates the integrity of [OpenStack](#) servers and secures against persistent malware, malicious hardware devices, and insider threats. PrivateCore was founded in 2011 by security industry veterans from the IDF, VMware and Google. The company is based in Palo Alto, California and has received venture funding from Foundation Capital. For more information, please visit www.privatecore.com.

About The Channel Company

The Channel Company is the channel community's trusted authority for growth and innovation, with established brands including CRN, XChange Events, IPED, and SharedVue. For more than three decades, we have leveraged our proven and leading-edge platforms to deliver prescriptive sales and marketing solutions for the technology channel. The Channel Company provides Communication, Recruitment, Engagement, Enablement, Demand Generation and Intelligence services to drive technology partnerships. Learn more at www.thechannelcompany.com.

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