



Mike Shuping
President

TDARX, INC.. LAUNCHES CLOUD-BASED FILE STORAGE PROGRAM TO ENHANCE BUSINESS COLLABORATION, SAFETY AND SIMPLICITY

Small to Mid-Sized Companies to Benefit from Data Protection and Universal Access

WINSTON SALEM, NC – December 17, 2014 - TDARx a leader in unified communications, announced today that the company has launched a cloud-based file syncing and storage program in order to enhance business productivity for their small to medium-sized customers. This program's overarching goal is to streamline daily operations for their customers and enable businesses to collaborate, share, and securely backup business critical files. In recent years, businesses have witnessed the profound flexibility of cloud-based technology and nearly every application has become cloud-friendly. Data storage is a natural fit for this environment and today, TDARx is proud to announce their new development.

In essence, this program is about ease-of-collaboration. As businesses grow from small teams to larger organizations, there is a growing need to communicate and collaborate effectively. The problem that central data storage solves is that it gives everyone on the team the ability to immediately retrieve, backup and share mission-critical files in real-time. Salespeople no longer need to wait around for support staff to send them follow-up files for customer contact. Managers can instantly access subordinate data in order to make sure that work is getting accomplished. In sum, everyone can get what they need, when they need it, wherever they are, without having to wait on other people.

When evaluating cloud-based data storage services, two primary concerns for businesses are security and ease-of-use. One of the pioneers of cloud-based data storage, Dropbox.com, is clearly a

simple-to-use solution, yet they lack in security. According to Business Insider, "Nearly 7 million Dropbox usernames and passwords have been hacked, apparently via third-party services that hackers were able to strip the login information from."

This security breach has huge implications for other off-the-shelf data solutions in that they lack the foundational feature of data storage technology; it must keep your company data safe. This is exactly why TDARx is actively educating their customers on this type of technology and why they feel compelled to stress the importance of encryption for data to reside safely behind.

The second key factor is to examine a solution's simplicity and ease-of-use. With many providers data storage can be set up at a secure physical location and a central file repository can work well within the confines of an office. Unfortunately, this falls short for the "71 percent of businesses who require technology that enables their staff to work anywhere, at any time." Solutions that are cloud-based and work independently of employee location are clearly superior.

"It's become quite clear to us how valuable collaboration is to the health of a business in today's marketplace," stated Mike Shuping, President at TDARx. "Today's businesses cannot afford to have staff waiting around, in order to get access to the tools they need, so they can do the job. And that's what we're focused on. We're thrilled to finally have a secure, unifying collaboration tool that we can put in the hands of our customers. We're very excited to release this solution."

ABOUT TDARx, INC..

TDARx, Inc. came into existence when TeleData Services, Inc., a regional leader in business communications, and Arx Technology, Inc., a leading provider of computer and data networking technologies, merged in January 2008. The merger enhances TDARx's expertise in a full line of communication technology, which helps its customers increase their profitability and improve competitive advantage.

TeleData Services, Inc. was founded in 1988 by Mike Shuping with partners Michael Nester and Larry Halsey. For the past 20 years, TeleData Services has been and is committed to establishing and maintaining a dynamic partnership with every customer. Extensive technology and service experience allowed the TeleData Services, Inc. team to develop an understanding of each customer's unique telecommunications requirements, and to respond to those requirements quickly and effectively.

Founded in 2001 by owner Wesley Walker, Arx Technology had been fulfilling the IT needs of Triad businesses. The company has over 350 customers and eight certified engineers. These professionals have a number of advanced industry certifications including Microsoft, Macintosh, Cisco, Citrix, Novell, and Linux and provides IT-based growth strategies for small and medium businesses. Arx specializes in data, technology and network consulting, security and support.

Today, TDARx is poised to help its customers maximize the return on their investment in communication technology. With TDARx, you can focus on your business, while we focus on your IT! For more information, please contact us at (336) 896-0808 or visit www.tdarx.com.