



Press Release

## BayBG invests in data protection company SEP

- BayBG Bayerische Beteiligungsgesellschaft acquires 10-percent stake in backup provider SEP AG
- Experienced investor BayBG convinced by performance and maturity of SEP solutions for data backup and recovery
- Expansion planned for global distribution of open source software SEP sesam

**Holzkirchen – 11/28/2018** – [SEP AG](#), a provider of platform-independent hybrid backup and disaster recovery solutions, is taking a new shareholder on board with [BayBG](#) Bayerische Beteiligungsgesellschaft, which has acquired 10 percent of its shares. The additional capital will go to driving SEP's expansion of the international distribution of its open source-based software, which is "Made in Germany".

SEP AG has gained in BayBG a reliable partner who is engaged with numerous technology companies and whose extensive expertise will guide and support SEP AG's future development.

The SEP sesam data backup solution, the company's core product, secures a large number of virtual environments, operating systems, applications – such as SAP HANA – and databases, including hardware snapshots. The universal support of complex system environments sets SEP's solution apart from those of other vendors. SEP products are equally suitable for small and large organizations. Consolidating several backup systems enables a centrally managed hybrid backup solution.

SEP sesam deduplicates business critical data and keeps it available at all times. This saves time and reduces operating costs. The solution works reliably and consistently implements the requirements of the EU-GDPR. Its customers include renowned companies such as Aldi Nord, UVEX and the Genossenschaftsverband Bayern. SEP's efficiency was further evidenced by recent awards from leading consulting firms, including Gartner Peer Insights and techconsult.

"With BayBG, we welcome a renowned investor among our shareholders," says Georg Moosreiner, CEO of SEP AG. "Its good reputation as a reliable, competent partner suits us as



a mid-sized company with an international orientation. We can now rapidly expand our internationalization and sales activities to significantly strengthen our market position.”

“SEP is one of the first backup solutions to be certified for SAP HANA, Red Hat and SUSE,” summarizes Christian Fiederling, Investment Manager at BayBG. “The recent acquisition of Red Hat by IBM illustrates the enormous potential that will arise in the coming years in the rapidly growing market for hybrid clouds.”

#### **About BayBG**

*BayBG Bayerische Beteiligungsgesellschaft mbH* is one of the largest providers of venture and equity capital and mezzanine for SMEs. It is currently invested in 500 companies with over 300 million euros. Its venture capital and investment commitments enable mid-sized companies and startups to implement innovation and growth projects, regulate company succession and optimize their capital structure.

#### **About SEP AG**

SEP is the developer of backup and disaster recovery solutions for the protection of cross-platform, heterogeneous IT environments. The data backup solution, SEP sesam, protects a broad range of virtual environments, operating systems, applications and databases. Its universal support for complex system environments sets SEP’s solution apart from its competitors. SEP consolidates multiple backup systems into a centrally managed hybrid backup solution. SEP has been developing enterprise data protection solutions since 1992. SEP has a strong partner network utilized for the sale and distribution of its products. Customers in more than 50 countries include top tier universities and market leaders in healthcare and the financial sector.

More information at [www.sepsoftware.com](http://www.sepsoftware.com)

#### **Social Media**

Twitter: <http://www.twitter.com/SEPHybridBackup>

LinkedIn: [https://www.linkedin.com/company/sep\\_4](https://www.linkedin.com/company/sep_4)

Facebook: [www.facebook.com/SEPHybridBackup](http://www.facebook.com/SEPHybridBackup)

YouTube: [www.youtube.com/user/SEPsesam/](http://www.youtube.com/user/SEPsesam/)

#### **Customer references**

<http://www.sep.de/de/referenzen/>

#### **Note**

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#### Photos



Georg Moosreiner, CEO, SEP AG

[https://www.dropbox.com/s/dzkoapa113dbfae/SEP\\_Georg\\_Moosreiner.jpg](https://www.dropbox.com/s/dzkoapa113dbfae/SEP_Georg_Moosreiner.jpg)

(Source: SEP AG – released for editorial use)



Logo SEP AG

[https://www.dropbox.com/s/gdecv856kr48k2u/SEP\\_HybridBackup-logos\\_cmyk.zip](https://www.dropbox.com/s/gdecv856kr48k2u/SEP_HybridBackup-logos_cmyk.zip)

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