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| **Offer** | Gartner Cool Vendors Report for Business  Continuity & DR |
| **Subject Line:** | Gartner Cool Vendors Report for Business  Continuity & DR |
| **Copy:** | Hello [First name]  **Should you care if Gartner says a vendor is cool?**  Maybe, you were part of the cool crowd in school. Maybe, you envied or resented the cool kids. What makes one person or company cool and not another? Is being cool really all that important?  In technology, the answer is a BIG YES.  Gartner is well-known for its Magic Quadrants that detail the leaders and players in a given market. However, in recent years the firm has also started a new series called "Cool Vendors."  [**Read Gartner’s 2015 Cool Report**](http://www.infrascale.com/infrascale-named-gartner-cool-vendor-for-business-continuity-disaster-recovery/) **for Business Continuity & DR**  In this Cool Vendor’s Report, Gartner identifies a few companies – often companies that you’re not familiar with -- that are blazing new trails in the business continuity and disaster recovery space for 2015.  Give it a read – all the cool kids are reading it ;).  Warmly,  [Your Name] |