

LOS ANGELES, Sept. 24, 2013 /PRNewswire/ -- The recent unleashing of Apple's iPhones, the 5S and 5C, encouraged many people, even Android users, to make the jump to iOS. Leading offsite, online backup provider, [IDrive](#) Inc., offers cross-platform capabilities that make it painless to switch from one platform to another.

Switching platforms can be complicated. A third party service can help transfer mobile data, since the Apple and Google platforms have serious limitations when it comes to cross-platform compatibility. While many service providers, like Verizon or AT&T, are able to transfer mobile data within the store, having a secondary backup is a fail-safe way to ensure your data is protected.

Raghu Kulkarni, CEO of IDrive, says, "There is a significant demographic of mobile users who are not loyalists to a specific platform and are willing to change to a different one, if it offers something exciting. Our [IDrive mobile app](#) is a great additional solution for these users looking to transfer their mobile data." With IDrive, contacts, photos, videos, and calendar events can be backed up on the older Android device and restored to the new iPhone. Kulkarni adds, "This kind of cross-platform compatibility can provide users with the flexibility to change platforms while providing a secondary layer of protection."

Even users who are not changing from Android to iOS and are simply upgrading their old iPhone to the newer version can take advantage of the variety of benefits that IDrive offers. IDrive's mobile app offers features like anywhere access, selective backup, sharing of photos and videos, easy management tools, NSA- proof private key encryption, and competitive pricing that are not available with services like iCloud. These major advantages make IDrive an easy-to-use app that every mobile user should consider as their supplementary data backup/restore option.

**About IDrive** [IDrive Inc](#) . is a privately held company specializing in cloud storage, online backup, file sharing, remote access, compliance, sync and related technologies. Core services include [IDrive®](#) , [IDriveSync](#) , [IBackup®](#) , [RemotePC™](#) and [EVS](#) for developers. The company's services help over 2 million customers back up over 45

Written by Australian Business

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Petabytes of data.

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