



Capacity Optimization Without Compromise

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PRESS RELEASE

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Storwize Continues Alliances Momentum with Hitachi Data Systems Partnership

Storwize and Hitachi Data Systems Partner to Bring Real-Time Compression to the new Hitachi NAS Platform

LOS GATOS, Calif., September 9, 2009 – Storwize Inc., the market leader in online data reduction, today announced that it has joined the Hitachi Data Systems Technology Alliance Program to offer real-time compression to Hitachi Data Systems' storage customers. Storwize solutions are deployed at hundreds of customer locations worldwide, enabling organizations to achieve significant and immediate ROI by dramatically reducing their cost of file-based storage and associated infrastructure footprint, power, cooling and administrative costs.

With file capacity projected to grow at 55% annually from 2008 to 2012, according to [research](#) from the ESG, economic pressures and file data growth are driving rapid adoption of data reduction technologies to reduce storage and operational costs throughout the entire data lifecycle. Real-time compression is coming to the forefront as the right technology for online (non-backup) data reduction where there is limited redundant data and file access is typically random.

“Hitachi Data Systems customers want to better utilize their storage capacity across multiple tiers and applications to meet the continued growth of file-base data, “ said Marc Trimuschat, Senior Director, Worldwide Technology Alliances, Hitachi Data Systems. “Storwize’s real time compression technology complements the scalability and unique tiering capabilities of the Hitachi NAS Platform. Together, we enable customers to lower their storage TCO by maximizing the utilization across storage tiers.”

As part of the partnership, Storwize’s award-winning, real-time compression appliances have been tested and validated with the Hitachi NAS Platform including the existing Hitachi NAS 3100 and 3200 as well as the recently announced Hitachi NAS 3080 and 3090 models. Unlike deduplication, or other post-process data reduction technologies, Storwize compresses online data in real-time, without compromising performance, creating immediate savings and reducing capacity requirements throughout the data lifecycle while also enabling more effective resource utilization, as well as reduced power, cooling and floor space requirements.

“Data reduction is becoming a must have solution for cost-conscious businesses,” said Peter Smails, Senior Vice President of Marketing at Storwize. “Together, Storwize and Hitachi Data Systems address this rapidly emerging market need by offering an unbeatable combination of industry-leading storage performance, scalability, and real-time data reduction that delivers capital and operational savings across all online storage tiers without compromising application performance.”

About Storwize

Storwize’s unique real-time capacity optimization solutions are deployed globally helping organizations dramatically reduce their cost of storage and optimize their storage infrastructure throughout the data lifecycle. To learn more visit www.storwize.com

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