



Capacity Optimization Without Compromise

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PRESS RELEASE

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Online Data Compression Positively Impacting Storage Infrastructure Design According to Leading Industry Analyst Firm

Companies encouraged to evaluate online data compression to reduce storage costs

LOS GATOS, Calif., August 18th, 2009 – Storwize Inc., the market leader in online data reduction solutions, was included as a sample vendor in the “Hype Cycle for Storage Hardware Technologies, 2009”¹ by Gartner, Inc. analysts. The Hype Cycle evaluates emerging storage hardware technologies and helps users decide where and when to invest. Storwize solutions are deployed at hundreds of customer locations worldwide, enabling organizations to achieve significant and immediate ROI by dramatically reducing their cost of storage and associated infrastructure footprint, power, cooling and administrative costs.

According to the report; “Despite the economic slowdown and frozen or declining 2009 IT budgets, data proliferation continues.” “Investments in advanced, more-efficient storage technologies not only can help businesses meet their existing storage requirements more cost-efficiently, but can also help to position an organization for competitive resurgence when business conditions improve.” Specifically, Dave Russell, Research Vice President comments in the report; “The positive impact of high data compression ratios on the need for additional storage purchases, new application deployments, operations, facility requirements

and environmental costs will change the design of storage infrastructures, as well as backup/restore and archiving solutions.”

“We are pleased that online data compression is included in such a well-regarded resource as Gartner’s ‘Hype Cycle’ report,” said Peter Smails, Senior Vice President of Marketing at Storwize.” Facing unrelenting pressure to do more with less, organizations are looking to online data reduction as a strategic pillar of their IT infrastructure. Unlike any other technology, our real-time compression solutions are purpose-built to deliver immediate financial and operational savings throughout the entire data lifecycle from primary thru backup.”

The Storwize STN-6000 product family is an enterprise-class universal storage capacity optimization platform that helps companies manage data and storage infrastructure sprawl without compromising performance, all while delivering unprecedented cost savings, operational efficiencies and ROI. Designed specifically to address data reduction at primary storage, the solution is an inline appliance that dramatically reduces the size of every file created, reducing capacity requirements throughout the data lifecycle while also enabling enhanced storage performance, more effective resource utilization, as well as reduced power, cooling and floor space requirements.

About the Hype Cycle

The Hype Cycle is copyrighted 2009 by Gartner, Inc. and/its affiliates and is reused with permission. Hype Cycles are graphical representations of the relative maturity of technologies, IT methodologies and management disciplines. They are intended solely as a research tool, and not as a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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.

1) Gartner, Inc. "Hype Cycle for Storage Hardware Technologies" by April Adams et al, July 17, 2009

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