



## Storwize Releases Primary Storage Optimization White Paper

*Report reviews different data reduction techniques and demonstrates how real-time data compression optimizes storage capacity*

**MARLBOROUGH, Mass. — March 15, 2010** — Storwize, the leader in online storage optimization solutions through real-time data compression, today announced the availability of a new whitepaper titled *Primary Storage Optimization: An Overview*, written by Gal Naor, co-founder and president of Storwize. This paper provides an overview of the different approaches to primary storage capacity savings—highlighting storage capacity optimization methodologies, deployments and performance considerations.

The paper illustrates how enterprises can obtain more capacity savings throughout all tiers of storage by optimizing primary storage as data is written to a network-attached-storage (NAS) device. It also discusses how, to be effective, a storage capacity optimization strategy cannot sacrifice performance and must fit seamlessly into the existing storage infrastructure without process changes for the application or the end-user. If the right solution is chosen, capacity optimization for primary storage will save a significant amount of downstream capital and operational investment by efficiently moving less data throughout the data life cycle.

An excerpt from *Primary Storage Optimization: An Overview*:

*Primary storage capacity optimization results in savings that initiate at the point of origin and cascade across the entire data life cycle. Optimization also adds value to storage components, offering improvements such as an increase in the effective size of storage cache without requiring an add-on caching device or costly SSD drives. Ultimately, primary storage capacity optimization contributes directly to reducing storage costs and lowering energy costs by reducing the storage footprint.*

“We believe the information in this whitepaper clarifies how primary and secondary data optimization differ, as well as how they can work together,” said Gal Naor, co-founder and president, Storwize . “It is clear that primary storage optimization provides customers with greater storage efficiency.”

To download this whitepaper click on [Primary Storage Optimization: An Overview](#).

**About Storwize**

Storwize provides online storage optimization through real-time data compression, delivering dramatic cost reduction without performance degradation. Based on the Storwize Random Access Compression Engine™ (RACE), Storwize STN appliances transparently compress primary storage between 50 and 90 percent without changes in performance, storage, applications, networks or processes. RACE ensures that Storwize appliances deliver real-time random access and deterministic, lossless data compression to maintain reliable and consistent performance and data integrity. Storwize helps slow the growth of storage acquisition and related storage life cycle costs, including reducing the amount of storage to be managed, powered and cooled. Storwize is headquartered in Marlborough, Mass., with offices worldwide. Storwize, optimize without compromise. Visit [www.storwize.com](http://www.storwize.com).

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