



Capacity Optimization Without Compromise

FOR IMMEDIATE RELEASE

Press Release

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Storwize CEO to Present on Capacity Optimization in Virtualized Environments at SNW Fall 2009

Company Also Participating on Primary Storage Capacity Optimization Panel

LOS GATOS, CA – October 8, 2009 -- Storwize, provider of capacity optimization without compromise, today announced that CEO Ed Walsh will be presenting at SNW Fall 2009.

- Session Title: Reducing Online Storage Costs in Virtualized Environments
- Event Date: Tuesday, Oct. 13, 2009
- Time: 5:05 p.m. MST
- Location: JW Marriott Desert Ridge in Phoenix, AZ
- Session Description: More than 1/3 of companies deploying virtualization experience increased storage requirements and associated floor space, storage management, and power and cooling requirements, all potentially negating the savings created by deploying virtualization. In this session you'll learn how capacity optimization for primary storage can address this storage challenge by delivering up to 10x more capacity from your existing storage foot print creating financial, operational, and environmental benefits from primary storage thru backup.

In addition, Storwize Senior Vice President of Marketing Peter Smails will be presenting on primary storage capacity optimization:

Panel Title: Primary Storage: The New Frontier for Data Deduplication

Moderator: Arun Taneja

Panelists: Jered Floyd, Val Bercovici, Carter George and Peter Smails

-- Event Date: Tuesday, Oct. 13, 2009

-- Time: 2:10 p.m. MST

-- Location: JW Marriott Desert Ridge in Phoenix, AZ

-- Session Description: The spotlight has been on data reduction for the past several years. All this focus has been on the backup/restore side. But what about elimination of duplication for primary storage where the larger expense is today? The panel of experts have all implemented some form of primary storage capacity optimization technology, perhaps in addition to data deduplication on the secondary storage. What is the initial experience of these panelists? How is the technology different from that used on the backup side? How should the user determine if the time is right to consider primary storage optimization? These issues will be discussed by the panelists?

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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