



For further information:

Federica Monsone

A₃ Communications

+44 (0) 1252 875 203

fred.monsone@a3communications.co.uk

SNW EUROPE 2008: GREEN DATACENTRE AND FCoE TRACKS, CHANNEL SUMMIT, AND MORE

Storage Networking World Europe 2008 Set To Attract Record Numbers of Delegates with Education on Data Deduplication, Virtualisation, Security, Solid State Storage and XAM

London, 24th July 2008 – Storage Networking World (SNW) Europe (www.snweurope.com), the region's largest independent conference dedicated to data and storage management this year will open its doors from 27th to 29th October at Congress Frankfurt, the same venue that hosted the event in the past four years. Having received highly positive feedback, once again the theme will be "Information in Motion". In 2008 the conference will offer an attractive combination of 'classic' sessions such as server and storage virtualisation, data security and IP storage tutorials, alongside new elements such as the green datacentre and the Fibre Channel over Ethernet (FCoE) tracks, the Channel Summit and workshops on datacentre products testing and evaluation by analyst house ESG.

SNW Europe 2008 will also feature speakers from organisations including the Barcelona City Hall, German football club Borussia Mönchengladbach, the Friedrich Miescher Institute from Switzerland, Devon and Cornwall Police, Message Labs, BITKOM, Applications Security, The Infopro, and Glasshouse Technologies.

Aimed at value-added resellers, system integrators and distributors, the brand new Channel Summit will take place on Monday 27th October at the conference venue and will feature a keynote presentation from a senior analyst from ESG and short presentations on business or technology topics, by companies including Brocade, Emulex, Fujitsu Siemens Computers and Syncsort. SNW Europe last year the event attracted over 300 members of the channel community from across the region.

Organised by Angel Business Communications and endorsed by the Storage Networking Industry Association (SNIA) Europe, SNW Europe has repeatedly attracted delegates from all business sectors including financial, government and retail. The success of the conference is reflected in the level of interest from delegates, sponsors as well as media and analysts. In 2007 nearly 1,500 people from 28 countries walked through the conference doors over the three days, including 72 journalists and analysts from 19 countries. The sponsor retention rate is also impressive: a total of 13 organisations (Brocade, Cisco, CommVault, EMC, Emulex, Falconstor, Fujitsu Siemens Computers, HP, IBM, LSI, NetApp, Plasmon and Quantum) have repeatedly supported the event since Angel took over the organisational responsibilities and relocated the conference to Frankfurt and this year the conference has already attracted seven new sponsors.

'SNW Europe 2008 will be the place to be for any IT professional looking for a single source of information on both mature and new technologies and how these can allow them to meet business and technical challenges in their organisations,' said Paul Trowbridge, SNW Europe marketing director. 'The ongoing changes organisations are facing at the business level are reflected in how today's datacentres are constantly evolving to meet compliance, consolidation and productivity requirements. SNW Europe will offer targeted educational sessions around each of these topics.'

The popular SNIA Hands-on Lab, a unique environment where end-user delegates can work with industry experts in a classroom setting on some of the latest products and technologies, has been expanded to accommodate the growing requests from 'students' with the addition of a third classroom. The sessions will

cover a range of topics such as configuring IP SANs, establishing a virtualized storage environment, managing storage resources and protecting and securing data.

At SNW Europe 2008 attendees will be able to:

- Learn about how end users can address their storage challenges in the datacentre;
- Find out about the latest technologies and protocols such as Fibre Channel over Ethernet and XAM and issues such as compliance and security;
- Hear about real-world case studies from end user speakers;
- Attend the ever-popular vendor-independent SNIA educational tutorials;
- Meet with over 50 of the leading industry players showcasing new storage solutions;
- Test drive the latest technologies in the exclusive Hands-on Lab;
- Visit the Solutions Showcase to discuss and experience a set of multi-vendor technology demonstrations.

'SNW Europe continues to be a key conference for Data Domain and an ideal venue for reaching potential new EMEA-based customers and partners,' said Beth White, VP of Marketing at Data Domain. 'With the increasing interest and adoption of data deduplication in Europe, we continue to leverage our SNW Europe sponsorship to elevate awareness of our latest products and technologies.'

To date, the following organisations have confirmed their sponsorship of the conference:

Platinum:

- Brocade
- Dell
- EMC
- Fujitsu Siemens Computers
- HP
- IBM
- NetApp
- Oracle

Gold:

- 3PAR
- Cisco
- CommVault
- Emulex
- LSI
- Overland
- Pillar
- Quantum

Silver:

- Acronis
- ADVA
- BT
- Bull
- Copan
- Data Domain
- F5
- FalconStor
- HMK
- Infortrend
- NEC
- ONStor
- OSL
- Plasmon
- Qskills
- Sony
- SVA
- Syncsort
- Xyratex

Bronze

- Texas Memory Systems
- dacoso
- euNetworks

Training partners

- Infinity I/O
- Fast Lane

Media and analysts who wish to register for a complimentary pass to the conference are invited to email their request to fred.monsone@a3communications.co.uk.

About SNW Europe

Storage Networking World Europe is the largest fully-independent conference where IT managers and professionals can attend SNIA-endorsed education tracks, get hands-on access to a wide range of solutions demonstrations, and mix with industry peers and technology experts who face similar IT storage issues every day. SNW's unique association with the European storage user community enables us to bring you a

conference program that addresses each of the highest priority issues shared among all types of organisation, both large and small, public and private. So whether you are just embarking on your first consolidated storage resource project or are looking at multi-site business continuity issues then SNW Europe is the place to be. For further information please visit www.snweurope.com

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