



Serving Information

FOR IMMEDIATE RELEASE

3PAR UK Contact
Federica Monsone
A₃ Communications for 3PAR
+44 (0) 1252 875 203
fred.monsone@a3communications.co.uk

SURVEY FINDS DATACENTRE WASTE IN THE UK, GERMANY AND FRANCE
*Over 80% of Organisations Surveyed Consume Excess Energy From Intentional
Over-Allocation of Storage Capacity*

London, UK, 18th June 2008—[3PAR](#)[®] (NYSE Arca: PAR), the leading global provider of [utility storage](#), today unveiled the findings of a survey carried out by Vanson Bourne in the UK, France and Germany in April. The survey found that across these countries, 81% of respondents agree with the statement: *'as an organisation, we intentionally allocate extra storage capacity to applications to prevent future problems linked to performance or space shortage, even if we realise that it generates other difficulties such as under-utilised storage capacity and increased need for floor space and energy'*. The figure varies little among the three regions: 81% of UK executives answered yes to this question, with the figure rising slightly to 82% in France and 84% in Germany.

Aimed at uncovering the extent to which organisations potentially waste storage capacity and the related human, environmental and financial resources, the research polled 100 IT decision makers in each of the three countries. The industries surveyed included financial services, manufacturing, retail, distribution, transport and utilities. Among the various industries polled, manufacturing fared worst in each country, with an average of 88% of respondents admitting to allocating extra capacity. The financial services segment followed with 84%

“We believe these figures demonstrate some of the challenges posed with traditional storage systems. At a time when businesses are striving to improve resource utilisation and reduce their impact on the environment, storage vendors should provide real solutions,” said David Scott President and CEO of 3PAR. “This has created an opportunity for 3PAR, as our Thin Provisioning and thin copy software removes the need to over-allocate physical storage capacity and eliminates the waste, as opposed to the legacy storage products widely used today. 3PAR customers have enjoyed industry-leading utilisation rates for their storage infrastructure without compromising on performance or scalability.”

Using 3PAR, organisations have been able to reduce or avoid storage capacity and related costs up to 75% compared to traditional enterprise storage platforms. Capacity savings from Thin Provisioning and 3PAR thin copy technologies – like 3PAR Virtual Copy and 3PAR Remote Copy – translate into fewer spinning disks, which in turn means less power consumption, less cooling, and less floor space. In 2007 alone, 3PAR estimates that its customers have replaced approximately 11,000 terabytes of traditional capacity with just 4,367 terabytes of thin storage capacity by deploying these 3PAR thin technologies.

In the UK, respondents which agreed with the survey statement varied by 12 percentage points across industries -- from 76% in retail, distribution and transport, to 88% in manufacturing. Interestingly, the size of the organisation does not seem to affect the answers, with only a 2%

difference between the answer from organisations employing between 1,000 and 3,000 people (82%) and those with over 3,000 staff (80%).

In Germany, those that agreed with the survey statement was generally higher than in the UK and France (84% average) yet more varied. Findings ranged from 72% in utilities and other commercial industries, to an overwhelming 92% in manufacturing. Also, in contrast with the results in the UK, organisation size does matter in Germany. The larger organisations (over 3,000 employees) averaged 92% of versus smaller ones (employing between 1,000 and 3,000 people) averaging 76%.

With regard to France, response averages ranged from 76% in utilities and other commercial industries to 88% in manufacturing, similar to the UK. And showing a stronger similarity with the UK than its German counterparts, the French respondents indicated little difference between smaller (80%) and larger (84%) organisations.

About 3PAR

[3PAR](#)[®] (NYSE Arca: PAR) is the leading global provider of utility storage, a category of [highly virtualized](#), tightly-clustered, and dynamically-tiered storage arrays built for utility computing. Organisations use utility computing to build cost-effective virtualised IT infrastructures for flexible workload consolidation. 3PAR Utility Storage gives customers an alternative to traditional arrays by delivering resilient infrastructure with increased agility at a lower total cost to meet their rapidly changing business needs. As a pioneer of thin provisioning--a green technology developed to address storage underutilisation and inefficiencies--3PAR offers products designed to minimise power consumption and promote environmental responsibility. With 3PAR, customers have reduced the costs of allocated storage capacity, administration, and SAN infrastructure while increasing adaptability and resiliency. 3PAR Utility Storage is built to meet the demands of open systems consolidation, integrated data lifecycle management, and performance-intensive applications. For more information, visit the 3PAR Website at: www.3PAR.com.

© 2008 3PAR Inc. All rights reserved. 3PAR, the 3PAR logo, Serving Information, InServ, InForm, and InSpire are all registered trademarks of 3PAR Inc. All other trademarks and registered trademarks are the property of their respective owners.

###