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**PRESS RELEASE**

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**Storwize Rolls Out New Partner Program to Support Rapid Adoption of Online Data Reduction Solutions**

*New program focuses on increased infrastructure, training and sales enablement*

**LOS GATOS, Calif., July 22, 2009** – [Storwize](#), Inc., the leading provider of online data reduction solutions today unveiled its new Storwize Partnerwise Program. The new and comprehensive program is designed to support the growth of Storwize channel partners' bottom lines by delivering the right mix of incentives, infrastructure, and enablement tools to be successful in the rapidly emerging market for online data reduction.

With file capacity projected to grow at 55% annually from 2008 to 2012, according to research from the Enterprise Strategy Group, economic pressures and file data growth are driving rapid adoption of data reduction technologies. And while the recent acquisition of Data Domain by EMC grabbed headlines for backup deduplication, businesses are asking for solutions that address data reduction across all tiers of storage from primary thru backup. 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.

“Data reduction is a strategic topic as companies are challenged with reducing storage and infrastructure costs, creating a tremendous opportunity for channel partners to work with their customers to address this issue,” said Janet Waxman, Vice President, Channels and Alliances, at IDC. “The Storwize Partnerwise program goes a long way helping partners realize this goal thereby increasing their profitability.”

Building on the success of its existing channel initiatives, the new program reflects Storwize’s increased investment in infrastructure and sales enablement, including:

- Enhanced Partner Portal – the new portal provides partners a ‘one-stop shop’ for all their sales enablement needs including sales tools, deal registration, branded marketing content, as well as product and competitive information.
- Education Programs – the new program includes programs to educate both partners and their customers on online data reduction technology as well as the business and operational impacts of the technology.
- Pre- & Post-Sales Support – partners have ready access to sales and technical support throughout the entire sales cycle ensuring the best customer experience.

“All of our customers are focused on cost savings so online data reduction is a rapidly emerging market,” said Amy Rao, president and founder, Integrated Archive Systems (IAS). “With its new partner program, Storwize is making the right investments in education, infrastructure, and sales enablement tools to help their strategic channel partners be successful.”

“With the current economic environment and companies looking for more efficient storage solutions, the Storwize product offerings are the right solution at the right time, and the Partnerwise program definitely provides our channel partners with a strong competitive advantage over their peers,” said Bill Cordero, Vice President of Global Channels at Storwize. “The new program illustrates the level of importance we place on our channel partnerships by committing to the highest levels of support and service possible, and by offering the most innovative and attractive data reduction solutions.”

To learn more about becoming a Storwize partner, visit

[www.storwize.com/partners\\_overview.asp](http://www.storwize.com/partners_overview.asp).

### **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](http://www.storwize.com).

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