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**THE COUNTDOWN BEGINS: - 7 TO CLOUD STORAGE, VIRTUALISATION, ENERGY MANAGEMENT, DATA DEDUPLICATION, FCOE AND MORE AT SNW EUROPE 2009**

**Amazon, BMW, Deutsche Post, Institut Cartogràfic de Catalunya and Deutsche Telekom among the Speakers**

London, 20<sup>th</sup> October 2009 – With just one week to go before the doors open and the number of registrations already up on the same time last year, SNW Europe and its new co-located conferences Virtualization World and Datacenter Technologies are set to once again offer an unmissable appointment for anyone looking to find out about the latest technologies, learn about upcoming standards, witness brand new products in action and exchange ideas with industry experts, peers, and colleagues. Opening on Tuesday 27<sup>th</sup> October and running for two days, the events will feature speakers from end user organisations such as BMW, Deutsche Post and Institut Cartogràfic de Catalunya, analysts such as ESG, IDC and TheInfoPro, and associations including SANBoard, BITKOM, GSE and of course SNIA (Europe) and FCIA.

'In an environment where other events have seen significant reductions in the numbers of sponsors we are pleased with the support we have received from the industry,' said Paul Trowbridge, marketing director for the three events. 'I strongly believe that this is very much the result of the way we have evolved SNW Europe to focus beyond storage and to encompass related technologies that are just as critical to the success of today's datacentres.'

Supporting the three conferences to date are:

Platinum

- APC by Schneider Electric
- DELL
- EMC
- Fujitsu
- IBM
- Symantec

Gold

- 3PAR
- Brocade
- Bull StoreWay
- CA
- Citrix
- CommVault
- Emulex
- F5 Networks
- Huawei Symantec
- LSI
- OSL
- Quantum
- SUN
- Ultrium LTO

Silver+

- Acronis
- BakBone
- Cisco
- Consolidate IT
- DataCore
- DataGlobal
- FalconStor
- Hitachi Data Systems
- HMK
- Iron Mountain
- NetApp
- QLogic
- Riverbed
- SmartOptics
- Sony
- Starline
- Syncsort
- Tandberg Data
- Texas Memory Systems
- Zycko

In addition Adaptive Computing, BlueArc, Exagrid Systems, Fast Lane, Double-Take, N-TEC, Orchestra, Overland, qSkills, SmartOptics, STEC and triCerat will also be present.

There is no doubt in the minds of the sponsors that a focussed event will attract the highest quality of end users, IT professionals looking to enhance their knowledge and understanding of the tools that will allow them to meet the challenges they face every day in their datacentres: 'One of the main issues for organisations worldwide is constant data growth. Even during a recession, we continue to generate huge amounts of data. Symantec helps enterprises put their storage infrastructure on a diet by deduplicating everywhere, at the source and at the backup and archiving stage,' said Mathew Lodge, Senior Director of Product Marketing, Symantec. 'As a result, customers can curb data bloat and significantly reduce costs. We decided to have a presence at SNW Europe and at the two co-located conferences because we believe that IT professionals will see the value in attending to learn about how data storage automation, management and discovery will help them gain control of their increasing storage requirements and make the most of their investments.'

Christine Bachmayer, Marketing Manager CEE at Quantum GmbH explains why they are supporting the event for the sixth year 'Like many businesses around the world we are now keeping a close eye on the return we get from our marketing budget and events in particular are under scrutiny. Nevertheless to attend SNW Europe was never a question for us because no other conference or trade show offers the same level of focus on the data storage industry and none provides its sponsors with as many quality opportunities.'

Highlights from the agendas ([www.snweurope.net/agenda.php](http://www.snweurope.net/agenda.php)) include:

- The cloud summit
- The 'IT and facilities management, working together or apart?' debate
- An entire track dedicated to solid state storage
- Over six sessions dedicated to FCoE and
- More than ten sessions on virtualisation from desktops, through servers and storage to networks

In addition APC, Emulex and Tandberg will be holding press conferences, while 3PAR, BakBone, Fujitsu and SNIA will be making significant announcements on site.

For further information on the conferences please visit [www.snweurope.net](http://www.snweurope.net), [www.virtualizationworld.net](http://www.virtualizationworld.net) and [www.datacentertechnologies.net](http://www.datacentertechnologies.net).

To register for a complimentary press/analyst pass please email [fred.monsone@a3communications.co.uk](mailto:fred.monsone@a3communications.co.uk).

### **About SNW Europe**

Now in its sixth year, SNW 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 and data management 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.net](http://www.snweurope.net)

### **About Virtualization World**

Launched in 2009 and co-located with SNW Europe, Virtualization World offers IT professionals a new platform to learn and develop their knowledge of this key IT technology in a vendor-independent environment supported not only by the leading players but also by SNIA Europe, the impartial voice of the industry. Over two days, the conference addresses the hottest topics and trends through jargon-free vendor-neutral tutorials and real-life case studies. Virtualization World also broadens the opportunities for new participants to promote their solutions through a dedicated conference program and exhibition. For further information please visit [www.virtualizationworld.net](http://www.virtualizationworld.net)

### **About Datacenter Technologies**

Launched in 2009 and co-located with SNW Europe, Datacenter Technologies builds on the increasing amount of datacentre-focussed content at SNW Europe and offers IT professionals the opportunity to gather the specialised information they need to support their organisations through an efficient, reliable and competitive datacentre. Datacenter Technologies also broadens the opportunities for participating sponsors to showcase a wider range of solutions, and opens doors for new participants to promote their technologies through a dedicated conference program and exhibition. For further information please visit [www.datacentertechologies.net](http://www.datacentertechologies.net)