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3PAR HELPS SMARSH HARNESS THE SCALABILITY OF THE CLOUD

Industry's Fastest-Growing Email Archiving Provider Gains Efficiency and Flexibility for Its Tier 1 SaaS Deployment

London, UK, 7th July 2010—3PAR[®] (NYSE: PAR), the leading global provider of [utility storage](#), announced today that Smarsh, the managed service leader in secure, innovative, and reliable email archiving solutions, has deployed 3PAR Utility Storage within its secure cloud infrastructure. Smarsh deployed a highly scalable 3PAR InServ[®] T-Class [Storage Server](#) to support its Microsoft[®] SQL Server[®] database, and a second T-Class array to handle backup and recovery. As a result, the hosted service provider reduced its database storage footprint by 66%, storage capacity requirements by 45%, and provisioning time by 40%.

“We evaluated multiple vendors and found that only 3PAR could address the unique reliability, performance, and scalability challenges we were facing while supporting SQL Server Always On Technologies,” said Stephen Marsh, CEO and founder of Smarsh. “In addition, 3PAR delivered superior technology as compared to other leading storage vendors.”

Faced with data growth rates in the neighbourhood of 2 TB per month, Smarsh had long outgrown its Direct Attached Storage (DAS) environment. In addition to space limitations, Smarsh needed to ensure ongoing high performance with its Microsoft SQL Server database as the company grows. Smarsh began to evaluate other storage options that would be compatible with its SQL Server deployment and support SQL Server Always On Technologies.

By deploying 3PAR Utility Storage in conjunction with SQL Server, Smarsh experienced the following benefits:

- **Scalable performance:** 3PAR's massively parallel and autonomically load-balanced architecture has continued to deliver increasing performance and agility levels amidst exponential increases in data and user volume at Smarsh.
- **Always On Technologies:** 3PAR's support for Microsoft's SQL Server Always On Technologies has enabled Smarsh to deliver customers continuous access to their billions of archived emails, even as the company has continued to scale to accommodate growth.
- **Maximum capacity utilisation:** With 3PAR, Smarsh has reduced its SQL storage footprint by two-thirds and nearly halved capacity requirements by improving capacity utilisation using 3PAR's Fast RAID technology and 3PAR Thin Provisioning software.
- **Expedited application development:** 3PAR has helped Smarsh to accelerate the development and testing of new applications by enabling the company's internal

departments to share production-quality SQL Server data instantly, affordably, and flexibly using 3PAR Virtual Copy.

- **Rapid response to change:** With its 3PAR InServ arrays, Smarsh has gained the ability to mix storage tiers and protocols within the same system, while autonomic tiered storage capabilities ensure the service provider's ability to respond rapidly to changing business conditions for significantly less than monolithic storage.

"3PAR Utility Storage provided the resilient cloud infrastructure that Smarsh required to scale its business simply and efficiently while ensuring high and consistent performance levels," said David Scott, President and CEO for 3PAR. "Smarsh customers, in turn, are benefiting from quick, reliable, and completely secure access to their archived data—a critical factor in proactively managing and mitigating risk."

About Smarsh

Smarsh® provides hosted solutions for archiving electronic communications, including email, instant messaging and social media platforms such as Facebook, LinkedIn and Twitter. Founded in 2001, Smarsh helps over 10,000 organisations manage and enforce flexible, secure and cost-effective compliance and records retention strategies and mitigate risk. For more information, visit www.smarsh.com or follow Smarsh at www.twitter.com/SmarshInc.

About 3PAR

3PAR® (NYSE: PAR) is the leading global provider of utility storage, a category of highly virtualised, dynamically tiered, multi-tenant storage arrays built for public and private cloud computing. Our virtualised storage platform was built from the ground up to be agile and efficient and to eliminate the limitations of traditional storage arrays for utility infrastructures. As a pioneer of thin provisioning and other storage virtualisation technologies, we design our products to reduce power consumption to help companies meet their green computing initiatives and to cut storage total cost of ownership. 3PAR customers have used our self-managing, efficient, and adaptable utility storage systems to reduce administration time and provisioning complexity, to improve server and storage utilisation, and to scale and adapt flexibly in response to continuous growth and changing business needs. For more information, visit the 3PAR Website at: www.3PAR.com.

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