



For further information:

Federica Monsone/Sarrah Morgan
A₃ Communications
+44 (0) 1252 875 203
fred.monsone@a3communications.co.uk
sarrah.morgan@a3communications.co.uk

QUALITY AND QUANTITY AT SNW EUROPE, VIRTUALIZATION WORLD AND DATACENTER TECHNOLOGIES IN FRANKFURT

London, 9th November 2011 – For the eighth time SNW Europe, Datacenter Technologies and Virtualization World came to an end last week and once again the combined conference programs proved its status as the 'must attend' event for the storage and related industries in Europe. Taking place under the theme of 'Powering the Cloud', the two-day gathering included over 130 sessions and was supported by 70 sponsors, 25 of which were brand new for 2011, a great achievement at a time when the economy is still in the early stages of its recovery. A new record number of more than 1,300 quality delegates (end users, resellers, consultants, press, bloggers and analysts) were in attendance overall, and total attendees were up by 5% from 2010, at over 1,850. In addition, 59 press, bloggers and analysts attended from 11 countries also beating the previous year's numbers.

Paul Trowbridge, marketing director for the three events commented "once again we have been overwhelmed with the response to the conference. The figures show that in an industry where some are struggling, SNW Europe, Datacenter Technologies and Virtualization World have once more surpassed expectations and drawn the biggest and best through the doors."

It was clear from the conference proceedings that storage growth remains a constant in both mid-size and large organisations. Managing that growth in networked storage, where NAS and FC SAN both continue to show healthy growth rates primarily driven by server consolidation and virtualization, is rated as the biggest challenge by IT professionals, followed by having proper capacity forecasting and storage reporting. Discussions around the deployments and uptake of cloud services continue to show that web applications continue to dominate those that have been deployed so far with Software as a Service remaining as the highest use of public cloud services and being more than double that of either Infrastructure or Platform services.

The sponsors have been sending in their feedback:

Rebecca Thompson, VP of marketing at Avere Systems was impressed with the conference. "SNW Europe was an excellent event to introduce Avere to the European market. Highly qualified attendees, a large audience and professional organisation on the part of show staff helped make the event a success for us."

Patrick Bertschat, Product Marketing Manager Europe at Imation commented "SNW Europe attracts the storage user community and through its agenda it addresses all of the highest priority issues shared among the industry. Therefore the event was the perfect platform for us to announce the Imation scalable storage portfolio and the new strategy in Europe."

Christian Lorentz, senior product marketing and alliance manager, EMEA at Riverbed Technology says "This year's SNW Europe gave us once again the perfect opportunity to connect with customers,

partners and industry peers. The conference is a great indicator of storage trends and developments, giving the various industry voices and opinions a platform for discussion. During the two days we came to the conclusion that the key storage problems are still similar to the ones a year ago. One thing has changed though – while budgets remain the same, data volumes increase dramatically. Therefore it is mandatory to enhance storage efficiency within data centres. WAN optimisation plays a key role here as it facilitates consolidation, hence enabling a greater efficiency at lower costs.”

Jérôme Lecat, CEO of Scalify, said, “SNW Europe for Scalify was an excellent platform for both our news at the show around cloud storage TCO and our new relationship with Mezeo, but also a great space for connecting us with potential customers and partners. After my presentation, I was greeted by a throng of people keen to exchange business cards and talk about how we can help them into their private cloud strategy.”

‘Undoubtedly SNW Europe was once again a good show for Virtual Instruments,’ said Chris James, EMEA marketing director at Virtual Instruments. ‘We ran our own seminar and had a speaker in the virtualisation track which allowed us to put our brand in front of hundreds of potential customers. The quality of the delegates was even better than it was in 2010.’

In 2012 SNW Europe, Virtualization World and Datacenter Technologies will take place on 30th and 31st October in the same venue. Many of this year’s sponsors have already expressed their interest in attending the event again.

For further information on the conferences please visit www.snweurope.net, www.virtualizationworld.net and www.datacentertechnologies.net

About SNW Europe

Now in its eighth 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

About Virtualization World

Virtualization World takes a focused look at the continuing development of IT virtualization standards and solutions and in particular the emergence of Cloud computing services. The conference and exhibition offer IT professionals a fantastic platform to learn and develop their knowledge of these key technologies in a vendor-independent environment supported 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 from the desktop through to server and storage virtualization solutions and beyond into the cloud. For further information please visit www.virtualizationworld.net

About Datacenter Technologies

Datacenter Technologies brings a focussed conference program and exhibition to the heart of the European market that addresses the technology standards and solutions that are key to the development and deployment of an effective 21st century data centre. Delivered with the support of the leading suppliers and SNIA Europe, the impartial voice of the industry, Datacenter Technologies sets out to educate and inform delegates and visitors on the possibilities in making your datacentre strategy meet all the current economic, environmental and of course business demands you face today. For further information please visit www.datacentertechnologies.net