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**SPONSORS AND SPEAKERS SHOW THEIR COMMITMENT TO SNW EUROPE AND  
CELEBRATE SNIA'S TENTH ANNIVERSARY AT THE CONFERENCE**

**Storage Networking World Europe 2007 To Feature HBOS, Saudi Aramco And Deutsche  
Bank Among End User Speakers**

London, 11<sup>th</sup> June 2007 – Storage Networking World (SNW) Europe ([www.snweurope.com](http://www.snweurope.com)), the region's largest conference dedicated to data and storage management will open its doors from 29<sup>th</sup> to 31<sup>st</sup> October at Congress Frankfurt, the same venue that hosted the event in the past three years. Running under the theme "Information in Motion", the event promises once again to host an unparalleled line-up of key-notes, end user case studies, SNIA tutorials and vendor sessions on the latest technology and market trends across Europe. In addition, Vincent Franceschini and Juergen Arnold, Chairmen of SNIA and SNIA Europe respectively, will reflect on the progress in storage management technologies and the development of the storage industry over the past decade, as the association celebrates its tenth anniversary and looks forward to the next ten years. Other keynote speakers at the opening plenary sessions will include Andy Monshaw, General Manager, Storage Systems, IBM Systems and Technology Group, and Steve Duplessie, founder and senior analyst at the Enterprise Strategy Group.

Organised by Angel Business Communications and endorsed by the Storage Networking Industry Association (SNIA) Europe, SNW Europe has repeatedly attracted delegates from all business sectors including financial, government and retail. The success of the conference is reflected in the level of interest from delegates, sponsors as well as media and analysts. In 2006 over 1,400 people walked through the conference doors over the three days, including 70 journalists and analysts from 13 countries. The sponsor retention rate is also impressive: a total of 18 organisations have repeatedly supported the event since Angel took over the organisational responsibilities and relocated the conference to Frankfurt. Despite the ongoing wave of vendor consolidation, 14 of these companies are already lined up for 2007, representing a retention rate of over 82%. In 2006 alone 16 new sponsors came on board and to date over 30 have committed for this year's event, four more than at the same time last year.

'SNW Europe has been growing in all respects; year after year we have had more sponsors, more sessions and more speakers, and most importantly more delegates with increasing percentages of end user attendees. This shows that there is a marked need for a conference providing focussed, high-quality content for information and storage professionals in Europe,' said Paul Trowbridge, SNW Europe marketing director.

'To deliver the complete solution, excellent products deserve excellence in support as well,' said Leigh Darby, EMEA Executive Director of TSANet, the high-tech industry's largest vendor-neutral support alliance and co-organisers of the Solutions Showcase. 'To install and maintain new solutions alongside existing investments requires collaboration at all stages of the life cycle and most vendors are coming round to this. No one supplier can possibly have all the answers, working together at all levels is vital.'

The popular SNIA Hands-on Lab, a unique environment where end-user delegates can work with industry experts in a classroom setting on some of the latest products and technologies, has been expanded this year to accommodate up to 200 "students" over two and a half days. The number of themes in the lab has also increased to include real-world data classification, storage management, storage virtualisation and IP storage products from a range of sponsoring vendors.

At SNW Europe 2007 attendees will be able to:

- Learn about how to address their own storage challenges in the datacentre from vendors, integrators and independent experts such as SNIA and TSA.net;
- Find out about the latest technologies and protocols such as Fibre Channel over Ethernet and XAM and issues such as compliance and security;
- Hear about real-world case studies from end user speakers such as HBOS, Deutsche Bank, Saudi Aramco, Brit Insurance, Swisscom and the Leibniz Computing Centre of the Bavarian Academy of Sciences and Humanities;
- Attend the ever-popular vendor-independent SNIA educational tutorials;
- Meet with over 50 of the leading industry players showcasing new storage and related solutions;
- Test drive the latest technologies in the exclusive SNIA Hands-on Lab;
- Visit the Solutions Showcase to discuss and experience a set of multi-vendor technology demonstrations.

'Today there are so many events aimed at the storage industry that it is very hard to filter out the ones worth attending because you cannot afford to use budget, time and staff resources only to end up with hundreds of potentially useless leads,' said Tim Beck, Director of Sales EMEA at iStor Networks, Inc. 'Over the years SNW Europe has proven itself to be a focussed storage-centric event and a very strong formula for EMEA storage vendors. This is evident in the overall quality of delegates ranging from end users, channel partners, press and analysts and the fact that sponsors are happy to return year after year.'

To date, the following organisations have confirmed their sponsorship of the conference:

Platinum:

- Brocade
- Dell
- EMC
- Fujitsu Siemens Computers
- Hitachi Data Systems
- HP
- IBM
- NetApp
- Quantum

Gold:

- 3PAR
- CA
- Cisco
- CommVault
- Emulex
- Finisar
- LSI
- Overland Storage
- Qlogic
- Pillar Data

Silver:

- BakBone
- Bull
- Data Domain
- FalconStor
- HMK
- Infortrend
- Isilon
- iSTOR
- ONStor
- Packetlight
- Plasmon
- Syncsort
- Transmode
- Xyratex

Bronze

- Texas Memory Systems

'At Overland we are very excited to be sponsoring SNW Europe for the third consecutive year. This conference has consistently provided us with a highly effective platform to network with partners, interact with existing customers, start new relationships with prospects and update our target media and analysts. I find it very hard to find all these elements at other industry events,' said Chris James, Marketing Director EMEA at Overland Storage. 'At SNW Europe you can rest assured of the high quality of the delegates; they are real data and storage professionals, looking for real solutions to real problems. Thanks to the excellent work of the organisers, we are confident that this year's conference will once again prove the place to be for the European storage industry.'

Media and analysts who wish to register for a complimentary pass to the conference are invited to email their request to [fred.monson@a3communications.co.uk](mailto:fred.monson@a3communications.co.uk).

### **About SNW Europe**

Storage Networking World 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 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 2007 is the place to be. For further information please visit [www.snweurope.com](http://www.snweurope.com)

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