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FOR IMMEDIATE RELEASE

SNIA Announces Cloud Backup and Recovery Special Interest Group

*Cloud Backup and Recovery (BUR) Special Interest Group (SIG)
Formed to Focus on Interoperability, Solutions, Best Practices, and Standards Requirements*

London, UK, 22nd July 2010 — The Storage Networking Industry Association (SNIA) today announced the formation of its Cloud Backup and Restore Special Interest Group (Cloud BUR SIG) to further the Cloud BUR industry by educating the marketplace and driving demand for Cloud BUR solutions and services.

The Cloud BUR SIG is a project of SNIA's Cloud Storage Initiative (CSI) that promotes the adoption of cloud storage as a new delivery model that provides elastic, on-demand storage billed only for what is used. The role of the group is to educate the market about Cloud BUR benefits through use cases and to define requirements for standards that are part of SNIA's Cloud Storage Initiative. The new group will create best practices and conduct surveys to educate the industry through collaboration with end users, the channel, analysts and cloud BUR vendors. This SIG will use cloud industry venues such as the SNIA Symposium, SNIA Storage Developers Conference (SDC), CSI CloudBurst, SNW USA, SNW Europe and other cloud-related industry events as well as online mediums to conduct webinars, seminars and podcasts to further industry awareness about Cloud BUR.

SNIA's Cloud BUR SIG will consist of standing committees on marketing, education, end-user liaison, channel relations, international relations and more. The group will fulfill its mission by defining the requirements for standards around Cloud BUR; promoting the value of Cloud BUR to the industry and its customers; promoting industry implementation of Cloud BUR standards through the sharing of use cases; conducting interoperability demonstrations and plugfests; leveraging SNIA and CSI committees and events to educate end-users; advocating customer needs and reflecting user challenges back to Cloud BUR SIG members and promoting Cloud BUR as an application extension of the CSI and the SNIA Cloud Data Management Interface (CDMI) standard.

Founding members of the Cloud BUR SIG include cloud backup and recovery platform vendor, Asigra, who will chair the group as well as prominent cloud backup platform and service providers from around the world, including NetApp, i365, CoreVault, TeraSky, EVS, Terremark Worldwide, HMK and Recovery Networks.

“The adoption of cloud backup and recovery is escalating as organisations benefit from the simplicity, cost and other business advantages of this emerging technology platform. SNIA’s recognition is timely as more organisations seek guidance and standards in the deployment of new Cloud BUR solutions,” said Val Bercovici, Chairman of SNIA Cloud Storage Initiative and Cloud Czar at NetApp’s Office of the CTO. “The Cloud BUR Special Interest Group will provide a platform for growth by defining the requirements for standards and delivering a pipeline of resources to industry participants that include vendors, service providers and end-users.”

For more information on SNIA’s Cloud Storage activities, please visit www.snia-europe.org/cloud-storage, www.snia.org/cloud or get involved in the conversation at www.twitter.com/SNIACloud or <http://groups.google.com/group/cloudstorage>.

About the SNIA

The Storage Networking Industry Association (SNIA) is a not-for-profit global organisation, made up of some 400 member companies spanning virtually the entire storage industry. SNIA’s mission is to lead the storage industry worldwide in developing and promoting standards, technologies, and educational services to empower organisations in the management of information. To this end, the SNIA is uniquely committed to delivering standards, education, and services that will propel open storage networking solutions into the broader market. For additional information, visit the SNIA web site at www.snia.org.

About SNIA Europe

The Storage Networking Industry Association (SNIA) Europe is dedicated to educate the market on the evolution and application of storage infrastructure solutions for the data centre. To this end, providing thought leadership and industry education focussed on storage technologies and business value.

The association is the voice of authority for networked storage and associated technologies across Europe, Africa and the Middle East. SNIA Europe is a non-profit, vendor-neutral organisation run by its members, which include approximately 70 vendors, channel partners and individuals. For further information you can email euroinfo@snia.org, contact +44 (0) 20 8785 5555, or visit www.snia-europe.org.

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Notes for editors

SNIA Europe Fact Sheet

The Storage Networking Industry Association (SNIA) Europe educates the market on the evolution and application of storage infrastructure solutions for the data centre through education, knowledge exchange and industry thought leadership.

Key Focus Areas:

- Storage in Virtualised environments
- Storage in Cloud environments
- Storage & Networking technologies

SNIA Europe is a non-profit, vendor-neutral organisation run by its members. The organisation represents manufacturers and the channel community across Europe. It actively recruits members to maintain a balanced and valued industry forum.

EDUCATIONAL RESOURCES AND EVENTS FOR STORAGE PROFESSIONALS

SNIA Europe provides a variety of ways to educate the IT professional on current industry hot topics and technologies.

- **Technology Education** - SNIA Europe develops and delivers technology-specific presentations for anyone interested in expanding their knowledge of the networked storage industry and the associated technologies and many industry events in EMEA.
- **SNIA Storage Networking Certification Program (SNCP)** provides a strong foundation of vendor-neutral, systems-level credentials that integrate with and complement individual vendor certifications. For more information, visit <http://www.snia-europe.org/certification/index.htm>
- **Webinars and Speakers Bureau**
 - SNIA technology experts regularly deliver webinars and technology presentations at industry events throughout Europe. Go to the SNIA BrightTalk channel (<http://www.brighttalk.com/webcasts/search/snia>) to view recent and upcoming webinars, or find out where SNIA Europe is scheduled to speak on <http://www.snia-europe.org/Home/events.htm>. To request a SNIA Europe presenter at your event, please send an email to euroinfo@snia.org.
- **The SNIA Europe Datacenter Technologies Academy** is a series of comprehensive, free, one-day conferences designed to provide datacenter professionals educational programs on key storage infrastructure technologies and solutions. www.datacenter-academy.com
- **SNW Europe with Virtualisation World and Datacenter Technologies**

The largest fully independent conference integrating three key technology areas important to storage and datacentre professionals, SNW Europe is the place where IT managers and professionals can attend SNIA-endorsed education tracks on the latest storage technologies, 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. For further information please visit www.snweurope.net; www.virtualizationworld.net; www.datacentertechnologies.net.

- **Storage Networking Times**

This monthly e-newsletter is written by SNIA Europe representatives and independent industry analysts. Each issue contains technology education articles, analyst briefings, a regional spotlight and articles relevant to storage technology end users. Storage Networking Times is a key resource for all EMEA IT professionals involved in storage networking. Download the latest version via: www.snia-europe.org/news/e_news.

- **SNS Europe / SNS UK Magazines**

SNS Europe & SNS UK magazines are the only industry publications endorsed by SNIA Europe. Our endorsement ensures that regular contributions from SNIA Europe and the SNIA Technology Forums and Initiatives bring readers the latest developments on Cloud Storage, Data Management, Ethernet Storage, Fibre Channel, Green Storage Solid State Storage, Storage Security, Storage Management and many other key topics on a regular basis.
www.snseurope.com

THE PLACE FOR ALL THINGS STORAGE

The SNIA Europe website serves as a portal to key industry news and events, the latest developments in SNIA technology initiatives, industry and government standards, member company information, and a wealth of education resources such as tutorials, white papers and case studies, developed by both SNIA and its members. Other features include country-specific pages maintained by SNIA Europe's local committees; a member directory; and a playback facility for SNIA webcasts. For more information, please visit: <http://www.snia-europe.org>.

ABOUT SNIA EUROPE

SNIA Europe is led by a member-elected Board of Directors responsible for high-level strategy, direction, focus and region-wide activities. Four directors hold the officer positions of Chairman, Vice Chairman, Secretary and Treasurer. Other members of the Board are responsible for membership, events, marketing, education and country committee liaison:

The 2009-2011 Board of Directors is made up as follows:

Executive Committee

Chair:	Bob Plumridge, Hitachi Data Systems
Vice Chair:	Malte Rademacher, EMC
Secretary & Marketing Chair	Denise Ridolfo, NetApp
Treasurer:	Daniel Sazbon, IBM
Director:	Gilles Chekroun, Cisco
Director:	Aad Dekkers, MTI
Director:	Walter Moriconi, Oracle
Director:	Mike Murphy, Brocade
Director:	Thomas Pavel, LSI

Director:
Director:
Director:

Marcus Schneider, Fujitsu
Chris Sopp, HP
Ann Thueland, Dell

- **Country & Regional Committees:**

SNIA Europe country and regional committees organise and drive the education programmes of SNIA Europe at the local level. Currently, there are active committees in the following countries:

BeNeLux: BeNeLuxchair@snia.org
Czech Republic and Slovakia Interim chairman Tomas Martinek: Czech-Slovakchair@snia.org
France: Jean-Francois Marie: francechair@snia.org
Germany Stefan Ehmann: germanychair@snia.org
Italy: Marco Spoldi, italychair@snia.org
Middle East: Mahesh Vaidya, chair-mideast@snia.org
Nordics: Per Sedihn, nordicschair@snia.org
Russia: Alexander Dudnik, russia-chair@snia.org
Switzerland: Laurent Pigué, switzerlandchair@snia.org
UK: Jon Tate: ukchair@snia.org

- **Key Industry Technology Programmes**

SNIA Europe works in close liaison with SNIA worldwide to deliver end-user education programmes in key areas of storage networking and information technology. The SNIA Technology Forums & Initiatives drive industry standards, education, and marketing. Below are the current SNIA Forums and Initiatives:

- Cloud Storage Initiative (CSI) www.snia.org/cloud
The CSI is focused on the development of Cloud services through standardised programming interfaces and the education of IT communities about Cloud benefits, best practices, and use cases. SNIA Cloud Technical Work Group's first technology specification is the Cloud Data Management Interface (CDMI), based on the SNIA Information Resource Domain Model, for interoperability and data management across cloud domains.
- Data Protection & Capacity Optimisation (DPCO) www.snia-europe.org/data_management
It's mission is to foster the growth and success of the market for Data Protection and Capacity Optimisation technologies.
- Ethernet Storage Forum (ESF) www.snia.org/esf
The mission of the ESF is to drive the broad adoption of Ethernet-connected storage networking. Currently, their primary focus is on iSCSI and NFS technologies and solutions. New developments with the NFS protocol, in particular pNFS, promise to expand the market even further. iSCSI is very broadly viewed as a mainstream SAN solution in medium and in large organisations. The recent rapid growth of iSCSI solutions for virtual server and blade server environments has made iSCSI the fastest growing segment of the storage market.
- Green Storage Initiative (GSI) www.snia.org/green
The GSI is dedicated to advancing energy efficiency and conservation in all networked storage technologies and minimising the environmental impact of data storage operations. The GSI will help guide energy best practices, development of evaluation tools, as well as work with government and other private agencies in development of standards around Storage.

- Solid State Storage Initiative (SSSI) www.snia.org/sssi
The goal of the SSSI is to foster the growth and success of the market for solid state storage in both commercial and consumer environments. Drawing from the experience and expertise of its members which number greater than 30 today, the Initiative works to advance the knowledge and acceptance of solid state storage through education, market outreach, and by evaluating and contributing to the standards necessary for industry-wide adoption.

- Storage Management Initiative (SMI) www.snia.org/smi
The mission of the SMI is to promote SMI-S as the standard interface for managing complex, heterogeneous storage networks. SMI-S can currently be found in a wide range of products from major storage vendors spanning data centres throughout the world. Visit the SNIA's Conformance Testing Program (CTP) www.snia.org/forums/smi/tech_programs/ctp/conformingproviders/ to learn more about which vendors have conforming SMI-S products.

- Storage Security Industry Forum (SSIF) www.snia.org/ssif
The SNIA security vision enhances information assurance and optimises security investments while maintaining present operational effectiveness in the disparate technologies and standards that work together to form those storage ecosystems. Our goal is to provide data and information security expertise to contribute to a better understanding of information assurance and how it applies in your IT operations.

- XAM (eXtensible Access Method) Initiative www.snia.org/xam
The XAM Initiative in 2010 will launch a XAM V1.0 solutions directory, for those IT purchases. The XAM development community now has access to the V1.0 XAM Software Developers Kit (SDK), which includes a reference VIM, libraries, and tools to accelerate implementation and improve interoperability. The SDK is ideal for ISVs and in-house IT development staff who create and deploy fixed content data solutions such as digital archiving, e-discovery, and medical records.