



PRESS RELEASE

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SNIA ANZ ANNOUNCES CLOUD COMPUTING CONFERENCE IN SUPPORT OF NEW CLOUD STORAGE TECHNICAL WORKING GROUP

Cloud Storage standards and best practices at the forefront of Cloud Computing Conference supported by SNIA ANZ

Sydney, 14th April 2009 – The Storage Networking Industry Association for Australia and New Zealand (SNIA ANZ) today announced support for a Cloud Computing Conference to be held in Melbourne on October 20th 2009. This Conference will profile the work of the newly created Cloud Storage Technical Work Group (TWG) aimed at developing SNIA architectures and best practices related to cloud storage technology.

The SNIA Cloud Storage TWG will be the primary technical entity for the Association to identify, develop and coordinate system standards and interfaces for Cloud Storage. The initial Cloud Storage TWG charter includes the focus to produce a comprehensive set of specifications and to drive the consistency of interface standards across the various cloud storage related efforts. “Cloud computing has emerged as a key technology within IT because of its potential to reduce IT costs, whilst also providing resources and services scalability through global IT infrastructures and the Internet” said Craig Scroggie, Chair of the SNIA ANZ. “For the Cloud Storage market to deliver the promised value to the industry, there must be collaboration within the storage industry and among industry service providers to enable data migration between different Cloud Storage vendors as well as secure expansion of enterprise data centres. We are confident that the Cloud Storage TWG and supporting conference will help SNIA members, alliances, developers, service providers and end users by reducing risks associated with the deployment of new technology and accelerating adoption,” Scroggie added.

The TWG is also soliciting proposals for standard interfaces and is looking to engage the Cloud Storage community, which includes Cloud Storage vendors, traditional storage vendors and possibly other Cloud industry parties in its efforts. The group plans to release a reference model for Cloud Storage with associated terminology definitions to aid in further work on the standards. Cloud service and storage interface definitions are expected in draft form later this year and anticipated to be adopted in 2010.

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



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About the SNIA

The Storage Networking Industry Association (SNIA) is a not-for-profit global organisation made up of more than 420 active member companies plus their worldwide affiliates and close to 7,100 active individuals spanning virtually the entire storage industry.

SNIA members share the common goal of leading the worldwide storage industry in developing and promoting standards, technologies, and educational services to empower organisations in the management of information.

SNIA has a corporate mission to:

- Be the trusted advisor across all business segments and the recognised authority in storage technologies in support of information management.
- Be the catalyst for the development of information technologies and storage standards.
- Establish a strong international presence to address the needs and requirements of the local storage and information management marketplace.

For additional information, visit the web site at www.snia.org or in ANZ visit www.snia.org.au

SNIA ANZ is the affiliate responsible for the regional activities. SNIA ANZ is also a not-for-profit organisation registered in Australia and is governed by a Board of Directors elected by the membership each year to represent the Association. Board members for 2009 are:

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