



*PRESS RELEASE*

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## **SNIA ANZ LAUNCHES STORAGE ACADEMY CONFERENCE PROGRAM ON VIRTUALISATION**

**Educational conference program kicks off with dates in Sydney and Auckland - IBM, Quantum, and SpectrumData confirm their support**

Sydney, 19th December 2007 – The Storage Networking Industry Association for Australia and New Zealand today announced it will begin a new series of one-day conferences commencing in March 2008 under the Storage Academy banner. The aim of the program is to deliver high value, independent education to end user communities in the region. The Storage Academy is a successful model that SNIA has deployed elsewhere in the world and the events have received an enthusiastic response from delegates who appreciate the vendor neutral content.

The Storage Academy program for 2008 will commence with the following dates:

Sydney Hilton – 18th March 2008

Auckland Langham – 26th March 2008

The theme of the first Storage Academy is Virtualisation, with sessions dealing with all aspects of virtualisation including the server, infrastructure, and disk/tape storage layers. Delegates will learn about a range of virtualisation techniques and how the different methods of virtualisation interact with one another. The Storage Academy program is divided into two conference tracks and an exhibition area. Track One presentations are completely vendor neutral and will be delivered by SNIA representatives while Track Two presentations will be delivered by conference sponsors and include vendor specific material.

SNIA ANZ has already secured the support of three key sponsors for the Storage Academy and expects to announce further key partnerships within the next few weeks.

Board Director of SNIA ANZ, Adrian Sharkey, is leading the initiative and welcomed the introduction of the Academy program into the ANZ region.

“The launch of the Storage Academy is the next step in our long term event strategy which is aimed at providing high quality education to the end user community,” said Mr Sharkey. “Delegates who attend this series will benefit from a comprehensive understanding of all aspects of virtualisation, delivered by subject matter experts from the industry.”



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IBM, Quantum and SpectrumData have already confirmed their participation.

Craig Tamlin, SpectrumData's CEO commented that "SpectrumData are thrilled to be associated with the inaugural SNIA ANZ Storage Academy Conference in Australia and New Zealand. It promises to be an exciting and educational event which will deliver a wealth of information from subject matter experts to the data storage professionals in Australia and New Zealand."

Bruce Coulthard, Quantum Systems Engineer, Australia & New Zealand states "Quantum is privileged to be part of the SNIA ANZ Storage Academy conference program, an opportunity for Quantum to collaborate with other industry leaders and further develop the storage networking community. Driving informative and educational resources for end users is key to Quantum and we look forward to participating in the upcoming events in Australia and New Zealand".

### About the SNIA

The Storage Networking Industry Association (SNIA) is a not-for-profit global organization 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 organizations in the management of information. SNIA has a corporate mission to :

- Be the trusted advisor across all business segments and the recognized 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](http://www.snia.org) or in ANZ visit [www.snia.org.au](http://www.snia.org.au)

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

#### SNIA ANZ Board of Directors 2007

Acer	Bert Noah
CA	Jacob Van der Eyk - Chairman
Alphawest	Adrian Sharkey
Dimension Data	Ronnie Altit
EMC	Clive Gold – Vice Chair
HDS	Ross Harper - Treasurer
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