



PRESS RELEASE

SNIA ANZ AND IDG AUSTRALIA ANNOUNCE PARTNERSHIP TO HOST A NEW TECHNICAL INFORMATION INFRASTRUCTURE SYMPOSIUM

New IIS event to launch in Sydney on August 2-3rd 2011

Sydney; 1st March 2011 – The Storage Networking Industry Association for Australia and New Zealand (SNIA ANZ) announced today that it has entered into a partnership with IDG Australia to develop and host a new technical symposium for managing information infrastructures.

The event, titled the Implementing Information Infrastructure Symposium (IIS), will take place at the Hilton Hotel in Sydney on August 2nd and 3rd 2011. The event will focus on data security, data management and protection, Cloud, infrastructure convergence and virtualisation to inform, educate and demonstrate compatible solutions to customers. “SNIA ANZ has designed the event to showcase all of the technologies businesses need to manage storage information architectures,” said SNIA ANZ Chairman Craig Scroggie. “The event is designed to bring the industry together,” he added. “We anticipate all major vendors, integrators and channel partners will come together in one place, meaning delegates can derive value from having access to a broad range of technology solutions demonstrated by leading subject matter experts.”

IIS will be held over two days at Sydney’s Hilton Hotel and will feature expert presentations, technology workshops and implementation guides, training sessions, and most importantly a state of the art technical demonstration laboratory.

“SNIA ANZ is pleased to be partnering with IDG to bring what we hope to be a regular event to Australian end users,” Scroggie said. “As the industry standards body we will work with our Australian members and others in bringing to users the skills necessary to solve the complexity of today’s infrastructure issues. IDG will help this process by reaching out to their extensive technical and professional readers from Computerworld and CIO Magazine.”

Davy Adams, Managing Director of IDG Australia added. “IDG has a long history with SNIA world-wide and we are delighted to be an event partner for them in this region. Our local research clearly shows that many of our readers are planning to implement information protection solutions this year and the IIS event will be most helpful to the CIO and technical user in providing guidance.”



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About the SNIA

The Storage Networking Industry Association (SNIA) is a not-for-profit global organisation made up of some 400 member companies plus their worldwide affiliates and 4,100 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.

SNIA ANZ is the affiliate responsible for the regional activities. SNIA ANZ is also a not-for-profit organisation registered in Australia and governed by a Board of Directors elected by the membership each year to represent the Association. For additional information, visit the web site at www.snia.org or in ANZ visit www.snia.org.au

About IDG

International Data Group (IDG) is the world's leading technology media, events and research company. Since its founding in 1964, IDG has been committed to helping people acquire and use technology successfully. As a result, IDG brands have become the trusted source for advice and insight into technology news and trends around the world.

Over the past 47 years, IDG has grown into a multi-billion dollar company, reaching technology audiences in more than 90 countries. In 2010, IDG had revenues of \$3.16 billion and approximately 13,150 employees worldwide. IDG's diverse products and services portfolio spans six key areas: online media, events and conferences, print publishing, lead-generation services, global marketing solutions and market research.



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IDG Communications

IDG Communications' globally branded product lines reach an audience of over 270 million technology buyers in 90 countries.

Online Media

The company's global online network includes more than 460 Web sites on business technology, consumer technology, digital entertainment and video games. To ensure its audiences have access to a constant stream of real-time information and analysis, IDG's online network is supported by more than 2,000 journalists worldwide along with the IDG News Service, a 24-hour global news organization with correspondents in bureaus around the world. The IDG TechNetwork is an online network of more than 250 independent technology Web sites complementary to IDG's media brands. Having built the broadest network of technology content online, IDG reaches more technology buyers worldwide than any other media company.

Events and Conferences

Each year, IDG produces more than 700 branded conferences and events in 55 countries. Industry-leading international events include Macworld 2011, E3 Expo, DEMO and SNW. IDG's world-class executive conferences include CIO 100, DEMO and IDC Directions.

Publications

With approximately 200 magazines and newspapers in the IDG world family, more than 200 million people around the world read one or more of IDG's publications and view their Web sites each month. IDG's major global brands include Channel World, CIO, Computerworld, GamePro, InfoWorld, Techworld, Macworld, Network World and PC World. Whether delivered online or in print, IDG's media brands provide the high-quality information audiences need to make technology purchasing decisions in ever-changing markets.

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