



Press Contact:
Dani Kenison
CommVault
732.728.5730
pr@commvault.com

Investor Relations Contact:
Michael Picariello
CommVault
732.728.5380
ir@commvault.com

Organizations Around the World Select CommVault Over Competition for Superior Data Management

— *CommVault Marks the One-Year Anniversary of Simpana 7.0 Software Suite with Enterprise Milestones* —

CommVault (NASDAQ: CVLT), OCEANPORT, NJ — Aug. 12, 2008

Companies are able to adapt to changing business conditions more quickly and economically by choosing [CommVault® Simpana® 7.0 Software](#) over competitive solutions.

More than 8,500 companies have [chosen CommVault over competing vendors](#) for its singular approach to data protection, disaster recovery, archive and resource management, including: Art Institute of Chicago, Cardinal Logistics Management Corporation, ChangHong, Ciser, Cision North America, Devon and Cornwall Police, FAW-VolksWagen, GMHBA Health Insurance, Holly Hunt, InfoReliance, Karoon Gas Australia Ltd., MinSheng Life, Shanghai Customs PRC, Shanghai Municipal Health Bureau, Wall Township Public Schools, and Zentrix Mexico. CommVault Simpana 7.0 provides an efficient way for businesses to store, protect, manage, and discover enterprise information across all tiers of storage.

"Companies of all sizes are facing explosive data growth and with increasingly tightened regulatory scrutiny, executives are forced to focus on enhancing visibility into risks across the organization, lowering overall infrastructure complexity and streamlining costs," said [N. Robert Hammer, CommVault's chairman, president and CEO](#). "CommVault Simpana software's [Singular Information Management](#) approach provides the flexibility that companies need to successfully compete and respond to new business demands. In today's global environment – which requires agility and the ability to react swiftly to market conditions – the inherent ROI and efficiency benefits gained from Simpana software compared to our competitors creates a unique selling advantage for us over other vendors in the market. That's why more and more customers are choosing Simpana 7.0 software over other solutions."

In related news, CommVault announced its [first quarter fiscal 2009 earnings results](#) noting that demand for its Simpana Software Suite remains strong. Just over 40 percent of CommVault's entire install base has either upgraded or has purchased the Simpana suite. Sales of CommVault's advanced data and information management products or ADIM, which do not include backup products, represented 27 percent of software revenues. [Archiving, file level deduplication, replication](#) and [search](#) continue to be key drivers of growth for ADIM.

Milestones Reached in One Year Anniversary of Simpana 7.0 Software

CommVault added 67 employees during the quarter, primarily in sales, customer service, and support, bringing total worldwide headcount to 933 at the end of June. CommVault also leveraged investments in R&D by expanding the Hyderabad, India location.

In addition to offering backup, archive, replication, resource management, and search functionality over the last year, CommVault also introduced [Remote Office Management Service \(ROMS™\)](#), [Legal Hold](#), and [enhanced capabilities for Microsoft](#) including native 64-bit support, archive across Windows file systems and application data, including Exchange Server 2007, Microsoft Office SharePoint Server, Windows, SQL Server 2005, Active Directory, Windows Vista, Microsoft Office Live Communications Server 2005 and solutions like Microsoft Dynamics powered by SQL Server 2005 and support for Windows Server 2008 environments.

CommVault expanded into the [SaaS](#) market with Simpana 7.0, building on partnerships with



leading storage and data management solution providers including Incentra Solutions and Rackspace.

CommVault Simpana software is ranked number one overall in the [Third Annual Diogenes Labs – Storage Magazine Quality Award](#) in the enterprise-class backup and recovery software category, named best backup and disaster recovery software solution in [Storage Magazine/SearchStorage.com's Product of the Year award](#), and earned top honors in the storage software category in the [eWeek Excellence awards](#). As *eWeek* judges noted, "CommVault Simpana 7.0 has every feature a company of virtually any size needs to institute a full-fledged enterprise storage system."

Wall Township Public Schools Turns to CommVault Simpana Software for its Singular Approach to Risk Mitigation and Compliance

Wall Township Public Schools is a comprehensive community public school district that serves students in kindergarten through twelfth grade from Wall Township, in Monmouth County, New Jersey. The district currently serves seven schools and approximately 4,300 students. In order to ensure adherence with federal compliance mandates, the district reviewed several competitive solutions before concluding that only CommVault could fully address their information risk management needs.

"Having immediate access to our information is paramount to making better business decisions and adhering to strict regulatory compliance requirements," said Jeffrey Janover, director of technology at Wall Township Public Schools in New Jersey. "The beauty of the Simpana suite is its single architecture, which allows us to organize data in ways we couldn't before. We now have that 'single pane of glass' view, which helps us manage our data across all tiers of our storage system. CommVault software provides us with instant access to our information quickly and easily, giving us the confidence that our data will be available when and where we need it."

Microsoft Exchange Server 2007 Integration Drives Cardinal Logistics' Investment Decision in CommVault

Cardinal Logistics Management Corporation is the premier provider of third-party transportation management and dedicated delivery services. With customers that include many of the Fortune 500, Cardinal Logistics Management Corporation relies on up-to-date technologies to stay ahead of its competition. As such, Cardinal Logistics Management Corporation was looking for a data management solution that offered the ability to rapidly upgrade to some of the newest Microsoft technologies, while still providing access to information stored on legacy and older systems. After evaluating several competitors including Symantec, Cardinal Logistics Management Corporation chose CommVault to protect the data housed on their Exchange environment.

"We were impressed with CommVault Simpana 7.0's tight, seamless integration with the Microsoft Exchange Server environment," said Marty Hurd, network administrator for Cardinal Logistics Management Corporation. "Before implementing the CommVault solution the sheer volume of email in our Exchange Server slowed performance and threatened to impact our end-user productivity. We needed a solution with a proven track record supporting the Microsoft platform and CommVault's software was reliable, easy to manage, and cost-effective."

InfoReliance Relies on CommVault Simpana over Competitive Solutions for Complete Data Protection Management

InfoReliance is a rapidly growing IT firm that builds, deploys and manages custom, Web-based software solutions that transform the business operations of federal government and defense agencies. The company is known for delivering large-scale, highly complex software applications for defense and civilian organizations. InfoReliance has helped dozens of



agencies automate lines of business and leverage their technology investments by providing exceptional IT counsel, first-class products and services and on-time, on-budget implementations. InfoReliance relies on CommVault Simpana software to deliver reliable, cost-effective and secure data management.

"Data protection has many roles within the enterprise. While backup and recovery protects day-to-day productivity, the CommVault Simpana suite takes it one step further helping our customers throughout the federal government to protect against legal liability, reduce human error, and maximize IT investments," said John Chirhart, consultant, InfoReliance.

"CommVault Simpana 7.0 makes my job easier, and is the only software that allows me the ability to easily secure my data, and my customers' data at every level of its lifecycle. There's no competitive solution I trust more than the CommVault Simpana suite since it makes my life easier from both a management and security standpoint."

Cision North America Selects CommVault for Flexible, End-to-End Data Management Solution

Cision North America, headquartered in Chicago, IL, is the leading global provider of media monitoring, research, distribution, and evaluation services for the public relations industry across the world. After evaluating CommVault and competing solutions, Cision North America selected CommVault Simpana software to help streamline its data management while providing the scalability and capabilities to support its high-growth business in the future.

"It was critical for us to invest in the right data management solution that would provide immediate benefits today, as well as support our future growth," said Dan Wons, vice president, Networking Infrastructure for Cision North America. "We needed a solution that addressed all our data management needs, not just backup. As the amount of data we manage increases, so does the complexity of our environment and our retention and compliance requirements. CommVault software was the only solution that provided us with the flexibility to meet our ever-changing data and business needs."

Supporting Resources

Learn more about CommVault Simpana 7.0

<http://www.commvault.com/products/>

Learn more about CommVault's customer success stories

<http://www.commvault.com/stories>

Learn more about customers switching to CommVault

<http://commvault.com/switch/index.asp?sc=cvw>

Read the CommVault Whitepaper, "Tipping Point: How to Know When its Time for a New Data Management Solution"

http://www.commvault.com/news_story.asp?id=370

Read the CommVault Whitepaper, "Best Practices for Switching Your Backup Software"

<http://commvault.com/switch/index.asp?sc=cvw>

Learn more about CommVault's news

<http://www.commvault.com/news.asp>

About CommVault

A singular vision — a belief in a better way to address current and future data management needs — guides CommVault in the development of Singular Information Management® solutions for high-performance data protection, universal availability and simplified management of data on complex storage networks. CommVault's exclusive single-platform architecture gives companies unprecedented control over data growth, costs and risk. CommVault's Simpana® software suite of products was designed to work together seamlessly from the ground up, sharing a single code and common function set, to deliver superlative Data Protection, Archive, Replication, Search and Resource Management capabilities. More companies every day join those who have discovered the unparalleled efficiency, performance, reliability, and control only CommVault can offer. Information



about CommVault is available at www.commvault.com. CommVault's corporate headquarters is located in Oceanport, New Jersey in the United States.

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— *Advanced Functionality Preserves Information Across Archive and Backup Data Sets to Help Mitigate Risks Associated with eDiscovery* —

OCEANPORT, N.J. — June 25, 2008

Responding to the need for organizations to preserve and protect their information when litigation is reasonably anticipated, [CommVault](#) (NASDAQ: CVLT) today announced the availability of an advanced Legal Hold feature set, extending the capabilities of the [eDiscovery](#) features in the [CommVault® Simpana® 7.0 software suite](#).

CommVault's [Legal Hold](#) capability spans both [archive](#) and backup stores to help ensure information is preserved. By maintaining a legally defensible audit trail, these features allow customers to reduce the risks associated with non-compliance with regulations such as the [US Federal Rules of Civil Procedure \(FRCP\)](#) for eDiscovery as well as preserving the evidentiary integrity of content for court submission.

With powerful features and no need for additional licensing to enable a wide-ranging eDiscovery toolkit, the Legal Hold capability uses a comprehensive, automated approach to search and retrieve data from backups, archives or any Electronically Stored Information (ESI) — such as emails and files — and retain a subset of the data for long-term accessibility. CommVault Legal Hold helps customers defensibly preserve responsive information that may already be under multiple retention policies. CommVault's Legal Hold also embraces object level holds, beyond file-based, for a granular level of recovery for both vaulted backup sets and archives at the message or document level.

Post-hold considerations are also supported within the Legal Hold feature set, allowing post-hold data and content to be retained or removed as required.

Industry Demand for Legal Hold Solutions Calls for Sophisticated Features and Combined Archive and Backup Stores

A legal hold is a process used by an organization to preserve all forms of relevant information when litigation is reasonably anticipated.

Unlike traditional Legal Hold technologies which treat archives as a single entity and only tag messages located inside the archived storage pool, CommVault's Legal Hold feature spans both backups and archives, preserving data in all storage pools based on normal retention policies.

Not limited to legal action, users abiding by internal governance rules can also leverage the Legal Hold feature set for adherence to company policies that mandate the retention and disposal of certain documents and information.

As a result of CommVault's unique [Singular Information Management®](#) approach to Legal Hold, specific features and benefits are made available to customers including:

- [Advanced search result views](#) which allows users to utilize annotation tags and organize search results;

- Powerful filters that enable users to quickly identify and reduce the number of files and email messages needed for review to make better legal decisions, meet deadlines and avoid sanctions;

- Giving users the ability to save queries and control how results are displayed. This allows relevant items to then be easily designated for Legal Hold where collections are defined by case-specific retention rules; and

- Flexible post-hold management capabilities allow the reclassification, consolidation and/or timely destruction of held content, regardless of infrastructure.

Supporting Quotes:

"CommVault software has helped to mitigate the pain of backup and recovery and has

allowed my IT team to make significant progress in meeting legal, compliance and discovery demands," said Sarita Bennett, IT Policy and Projects manager, Carmarthenshire County Council in the United Kingdom. "The ability to leverage these capabilities from a singular, unified console has saved us time in training, overall storage management and everyday archiving functions."

"ESG Research suggests that one out of every two organizations, regardless of size or industry, have been through an electronic discovery event in the past twelve months. As such, they are forced to preserve more and more information to meet legal hold requirements. Properly managing ongoing retention requirements creates additional IT overhead and costs," said Brian Babineau, senior analyst, [Enterprise Strategy Group](#). "CommVault Simpana software offers robust flexibility for organizations dealing with recurring electronic discovery requests, particularly those in post-hold activity, by offering reclassification of held content, data movement and consolidation with existing data stores, across backup, archive or both." "We believe the fact that electronic evidence may be scattered across countless locations and diverse electronic formats has increased the risk organizations face when preparing for pre-trial conferences or litigation proceedings," said Michael Marchi, vice president of product and segment marketing, CommVault. "With CommVault's unique Singular Information Management approach, however, ESI is managed from one standard interface and pooled into a single repository for collection. This makes implementing CommVault for legal hold and preservation a much easier, lower risk proposition for many enterprises than purchasing separate point solutions and cobbling them together."

"Today, the CommVault Simpana suite is the only product on the market that offers customers a single unified management platform that combines data protection, archiving, search, replication and resource management technologies, thereby eliminating the need for customers to deploy multiple point solutions and enabling added benefits including increased cost and operational savings," added Marchi.

Supporting Resources:

Learn more about CommVault Simpana 7.0 Software Suite: Archiving Module:

<http://commvault.com/products/archive.asp>

Read the press release on CommVault's e-Discovery/FRCP survey results:

http://www.commvault.com/news_story.asp?id=355

Read the CommVault Legal Hold Whitepaper:

http://www.commvault.com/pdf/CV_SolutionBrief_FRCPRule26.pdf

About CommVault

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— *Simpana 7.0 Software Suite Wins in Storage Software Category* —

OCEANPORT, N.J. — June 10, 2008 — [CommVault](#) (NASDAQ: CVLT) today announced that its [Simpana® 7.0 software suite](#) has been named the winner in the Storage Software category in the [Eighth Annual eWEEK Excellence Awards](#). According to the judges, "CommVault® Simpana 7.0 has every feature a company of virtually any size needs to institute a full-fledged enterprise storage system."

"We received hundreds of entries this year, and the Excellence Awards judges were impressed by the extent to which the products and services reflect today's increasingly complex challenges," said *eWEEK* editor Debra Donston. "The winners, including the CommVault Simpana software suite in the Storage Software category, rose to the top for their innovation, their cost-effectiveness and their ability to help companies align technology with business needs."

CommVault's Simpana software suite, adopted by thousands of customers since its introduction in July of last year, addresses the problems end-users face as they try to manage data to fulfill their current [risk mitigation](#), [disaster recovery](#), or [archive](#) and [compliance](#) requirements. With CommVault Simpana software, storage management technologies are unified to meet customer demand for a single data and information management platform rather than having the user be the integrator for multiple point solutions. By giving businesses a single, holistic view across multiple data silos and storage tiers with its unique [Singular Information Management®](#) approach, CommVault Simpana software enhances an organization's ability to remain competitive by helping to maximize business resources and reducing costs, while improving the responsiveness and agility of the IT organization.

"We are honored to be recognized by *eWEEK* for our innovations in delivering next-generation data protection and information management technology," said [Bob Hammer](#), CommVault's chairman, president and CEO. "Today's award is a significant endorsement of CommVault's leadership in the data and information management market and reaffirms our commitment to delivering best-in-class enterprise software solutions to our customers."

This award is the seventh notable industry [accolade](#) CommVault has won since the company launched the [Simpana suite in July 2007](#), including the [Diogenes Labs/Storage Magazine Quality Award](#), [Storage Magazine Product of the Year Gold Medal in Backup and Recovery](#), [SNW Fall Best Practices in Storage Awards](#), [SearchServerVirtualization Product of the Year Silver Medal Award](#), and [ServerWatch Best Compliance Automation Tool](#).

The *eWEEK* Excellence Awards program provides enterprise professionals with a comprehensive benchmark for assessing a wide range of technology products and services. Evaluating the entries is a panel of experts including *eWEEK* Labs analysts and *eWEEK* Corporate Partners – senior enterprise IT professionals who act as reader representatives. More information on this year's award winners is available at www.eweek.com/c/a/Security/eWEEK-Excellence-Awards-Honorees-Reflect-New-IT-Computing-Trends-Challenges/1/. Readers can also select from among the *eWEEK* Excellence Awards honorees for the product that users think will have the biggest positive impact on business moving forward by voting for the *eWEEK* Best in Show by June 11, 2008 at www.eweek.com/c/a/Security/eWEEK-Excellence-Awards-Honorees-Reflect-New-IT-Computing-Trends-Challenges/2/.

About the eWEEK Excellence Awards

The [eWEEK Excellence Awards](#) program provides the benchmark by which enterprise IT professionals can assess a wide range of technology products and services. A panel of *eWEEK* editors judged the entries this year. They applied their industry and technology expertise to their evaluation of the hundreds of products and services entered into the program. The entries were evaluated based on:

- Innovation
- Practical integration of emerging technologies
- Suitability to task
- Cost effectiveness
- Potential for helping companies create business efficiencies
- Manageability
- Potential for helping companies develop competitive advantage

Secureability

About eWEEK

eWEEK is the industry leader for strategic technology information, delivering breaking news, technology evaluations and strategic analysis of the technologies, platforms and trends important to enterprise-wide computing. *eWEEK*'s award-winning journalists and lab analysts cover the most critical issues, trends, people and technologies affecting business. No other IT newsweekly delivers this level of enterprise focused news, views and reviews to help IT professionals make the right buying decisions.

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CommVault
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pr@commvault.com

Investor Relations Contact:

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CommVault
732.728.5380
ir@commvault.com

CommVault Wins Top Category Honors in Third Annual ServerWatch.com Product Excellence Awards

— Readers Rank CommVault Simpana Software Suite as Best Automation/Compliance Tool —

OCEANPORT, N.J. — July 9, 2008

CommVault (NASDAQ: CVLT) today announced that its [Simpana® 7.0 software suite](#) has been named the winner in the Automation/Compliance Tool category of the [Third Annual ServerWatch.com Product Excellence Awards](#), making this the seventh industry award CommVault® Simpana software has garnered since its introduction in July 2007. ServerWatch.com polled its readers to determine which vendors are most deserving of praise in each technology category. The results serve as an industry benchmark on how technology products are perceived.

The Simpana software suite, widely adopted by IT organizations around the globe, is an industry-leading information management platform for the enterprise. Designed to integrate backup, recovery, replication, search and archive operations into a single platform, CommVault Simpana software allows companies to manage, access and recover data holistically, regardless of format or location, and provides specific active archiving solutions to preserve and retain data with audit for compliance and eDiscovery purposes.

With archive, content indexing and search capabilities, Simpana software helps organizations to control data growth, reduce costs and mitigate risks associated with non-compliance. Customers using Simpana software can easily and proactively manage unstructured data and email and automate traditional manual processes to meet regulatory compliance and data retention requirements, as well as facilitate requests for eDiscovery, per [US Federal Rules of Civil Procedure \(FRCP\)](#) amendments.

Unlike conventional products, CommVault's unique Single Information Management® approach offers users a powerful, yet simple-to-manage single platform from which to control data, rather than multiple point products, allowing organizations to quickly address compliance requirements for long-term data retention and management.

In related announcements, CommVault also recently introduced a new [Legal Hold](#) capability that spans both archive and backup stores to help ensure information is preserved. Legal Hold helps customers maintain a legally defensible audit trail to reduce the risks associated with non-compliance with federal and industry regulations.

Supporting Quotes

"CommVault is honored to be recognized by *ServerWatch.com* readers for our innovative development and strengths in unified and automated data management," said David West, CommVault's vice president of worldwide marketing and business development. "This award is yet another validation of our ongoing commitment to enabling businesses to integrate, manage and process data efficiently and turn that data into information that can be used for business advantage."

"Innovation is a key component in this reader-driven program," said Amy Newman, managing editor at *ServerWatch.com*. "We highly anticipated the results of this year's awards, as there was a wide spectrum of superior innovations this year across all categories. This year's results show that CommVault stood out as one of the leaders among our readers."



Supporting Resources

Learn more about accolades CommVault has received:

<http://www.commvault.com/awards.asp>

Read about recent industry recognition for CommVault's legal Discovery capabilities:

http://www.commvault.com/news_story.asp?id=359

Learn more about CommVault Simpana 7.0 Software Suite:

<http://www.commvault.com/products/>

Learn more about Simpana's Archiving Module:

<http://www.commvault.com/products/archive.asp>

Learn how CommVault's addresses FRCP issues:

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Rackspace Standardizes on CommVault Simpana Software to Provide High Availability of Data

— Simpana Software Provides IT-Hosting Company with Key Features to Protect Against Application Downtime and Data Loss —

OCEANPORT, N.J. — April 16, 2008 — CommVault (NASDAQ: CVLT) today announced that [Rackspace](#), a specialist in the IT hosting market delivering enterprise-level managed services to businesses of all sizes and kinds around the world, has reported increased efficiency and reliability of its IT operations and added to the number of data management services available to its customer base by using [CommVault® Simpana®](#) software. Committed to providing high levels of data availability to its customers, Rackspace selected CommVault software based on its single management and reporting interface, full-featured capabilities, scalable architecture, and ability to support and centrally manage the heterogeneous data and applications of Rackspace's distributed customer base.

Rackspace hosts the IT infrastructure for more than 16,000 customers, ranging from large enterprises to SMBs. Because its customers depend on 24/7 data protection, Rackspace turned to CommVault Galaxy® Data Protection software to help protect against application downtime and data loss, as well as provide the scalability to support several thousand backup clients without adding layers of operational complexity.

"When making the decision to switch to CommVault, we estimated we would see a 50 percent time savings in configuring complex customer applications for backup with CommVault as compared to other backup software we were using," said Shannon Ward, Senior Product Engineer, Rackspace. "Because of CommVault's singular approach to data management, we've been able to significantly reduce the level of complexity in our data centers, while also increasing the accessibility of mission critical applications, such as our customer's Oracle databases. Overall, CommVault software has reduced the number of hours required to manage our environment, improved reliability and service levels to our customers and reduced the cost of protecting our customer's IT infrastructures."

By [switching](#) to CommVault software, Rackspace was able to replace five point products with Simpana software to build a single data protection platform and thereby streamline administration and reporting to better serve its customers. According to Rackspace, some tasks such as software updates are now completed in approximately half of the time taken previously. With one interface that unifies the administration and reporting for CommVault's entire software suite, Rackspace has reduced its overall administrative effort, helping free up IT personnel to focus on more strategic tasks and help customers. On the back-end, one central database delivers consolidated reporting information for sharing with customers to quickly and easily demonstrate what they are backing up.

Using CommVault software, Rackspace will also be able to offer other information management services beyond traditional data backup. For example, customers needing to deal with regulations in the payment card industry often require extra security of encrypting backup data before moving it offsite. Rackspace is now able to customize and deliver solutions to these customers based on the encryption features within the CommVault Simpana suite, without adding layers of management complexity.

"Maintaining a data center environment that ensures continuous availability of data while simultaneously offering the highest level of data protection is not an easy task," said [David West](#), CommVault's vice president of worldwide marketing and business development. "In today's cost conscience business world, administrators continuously struggle to strike a balance between controlling IT expenditures and meeting service level agreements. Using CommVault, Rackspace can help ensure that customers experience reliable access to data, and also align IT with the evolving business needs of the enterprise."

In addition to protecting its customers' IT infrastructure, Rackspace also relies on the data management capabilities of CommVault software to help protect its own IT systems. Rackspace began deploying CommVault in January 2007.

About Rackspace

A recognized leader in the global IT marketplace, Rackspace® delivers a diverse suite of enterprise-class hosted IT services to businesses of all sizes. Customers choose Rackspace for its hosting specialization and expertise, backed by the company's award-winning Fanatical Support®. By integrating the industry's best technologies and delivering them as services, Rackspace serves as an extension of its customers' IT departments. Because Rackspace removes the burden of infrastructure maintenance and management, customers can focus on their core business. Rackspace's portfolio of companies also includes the Mosso® (www.mosso.com) cloud computing platform and Mailtrust™ (www.mailtrust.com), a provider of business-class hosted email solutions. Rackspace is recognized as one of FORTUNE Magazine's 100 Best Companies to Work For, ranking number 32 on the 2008 list. For more information on Rackspace, please visit www.rackspace.com, or call 800-961-2888.

About CommVault®

A singular vision — a belief in a better way to address current and future data management needs — guides CommVault in the development of Singular Information Management® solutions for high-performance data protection, universal availability and simplified management of data on complex storage networks. CommVault's exclusive single-platform architecture gives companies unprecedented control over data growth, costs and risk. CommVault's Simpana® software suite of products was designed to work together seamlessly from the ground up, sharing a single code and common function set, to deliver superlative Data Protection, Archive, Replication, Search and Resource Management capabilities. More companies every day join those who have discovered the unparalleled efficiency, performance, reliability, and control only CommVault can offer. Information about CommVault is available at www.commvault.com. CommVault's corporate headquarters is located in Oceanport, New Jersey in the United States.

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This press release may contain forward-looking statements, including statements regarding financial projections, which are subject to risks and uncertainties, such as competitive factors, difficulties and delays inherent in the development, manufacturing, marketing and sale of software products and related services, general economic conditions and others. Statements regarding CommVault's beliefs, plans, expectations or intentions regarding the future are forward-looking statements, within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. All such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from anticipated results. CommVault does not undertake to update its forward-looking statements.

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Data Management Today

An overview of data management in the light of changes in enterprise storage infrastructure

Contacts:

Dennis Szubert
Quocirca Ltd
Tel +44 845 397 3660
Dennis.Szubert@quocirca.com

Fiona Moon
CommVault
Tel: +44 118 951 6500
Fiona.Moon@commvault.com

The storage landscape has become increasingly complicated in recent years. Along with the rapid adoption of network storage technologies and tiered storage models has come a multiplication of replicated data copies. How well have storage management tools coped with the changes?

- **Organic growth of storage systems has led to massive disconnects in many organisations**
Silos of data and of data management tools have grown as multiple solutions within organisations have grown. However, as organisations have attempted to rationalise and integrate the applications, the data has often been left in a chaotic state.
- **Many organisations view all data as having the same value**
A lack of understanding between the concepts of “data” and “information” means that much data of low value is being stored multiple times on expensive enterprise storage systems.
- **Data in itself has little value to the business**
Data needs to be turned into information – from information comes knowledge, knowledge helps decisions to be made. A data and information management strategy needs to enable this process.
- **Much data is held insecurely against the needs of the business**
The lack of information policies, and the tools to enforce such policies, is creating security loopholes that many organisations are unaware of.
- **It is time for a review**
The management of data as information assets requires a review of an organisation’s approach to storage. Tinkering with existing systems may not work, and may make matters worse over time.
- **An integrated approach is required**
Data and information systems that are tightly integrated, based on a single code base will offer the best opportunities to create a solution that meets the business’s needs.
- **The key areas for data and information management must be supported**
Data discovery, classification, policy enforcement, security, data backup and restore, archiving, mirroring, audit and secure deletion (purge) should all be provided.
- **Abstraction allows for greater flexibility**
Moving the data away from being fixed to linkages with the underlying physical assets provides a basis for greater flexibility, enabling data migrations and hardware upgrades that cannot be carried out otherwise.

Conclusions

As volumes of data continue to grow at a rapid rate, new approaches to data and information management are required. Ensuring that chosen systems provide a high level of function while allowing ongoing flexibility and durability is key.

REPORT NOTE:

This article has been written independently by Quocirca Ltd to provide an overview of the issues facing organisations in the financial markets around the management of intellectual property assets. The report draws on Quocirca’s extensive knowledge of the technology and business arenas, and provides advice on the approach that organisations should take to create a more effective and efficient environment for future growth.

1. Introduction

Over the past few years, enterprise storage infrastructures have undergone a major transformation, bringing with it a whole new set of operational challenges. The traditional notions and requirements for data management are no longer valid, and a different approach is needed to address these new management challenges.

Data management has not kept up with the changes that have occurred in storage technology. Customers today need an integrated solution for administering heterogeneous data storage systems that makes their hard-pressed administrators more productive. In short, data management needs fixing.

2. Data/Information Management

Main Findings:

- There is a need to understand the difference between data and information management
- Without a top-down DM / IM strategy it is difficult to manage and maintain information

Figure 1 shows an information triangle – an organisation can pull out information from its underlying data assets, either through running reports against structured data stored in databases in the creation of textual reports, or on the aggregation of views. From this information, decisions can be made with a degree of knowledge that did not exist previously.

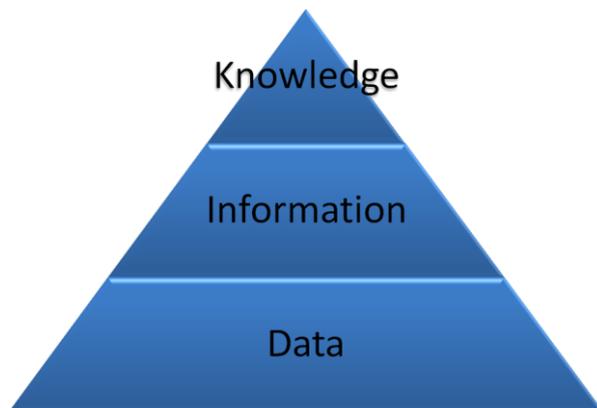


Figure 1

The value of data is not always fully understood within organisations and perhaps because of this, classification of data is not widely adopted (except perhaps where it is defined by a physical storage model i.e. what devices the data is held on) or data writer type (e.g. a customer database). This holds true not only for on-line but also near line and off line data sets. This is an important point as a proportion of current and the majority of all historical data can be found on storage media that resides away from the day to day running of the business on primary storage devices. It is also important to recognise that without having unified access to all of an organisation's data sets then the ability to extract firstly information and secondly knowledge from the infrastructure becomes a lengthy and costly process.

It is well understood that most storage subsystems are underutilised, yet few organisations are able to accurately detail existing storage utilisation (both online and offline) and are therefore unable to trend, based on current and predicted growth rates.

Alongside this, information and / or data tracking are not widely adopted processes, leaving many organisations with little capability to measure the cost of operations in supporting a data management / information management infrastructure.

For many organisations, a fragmented deployment of data management tools has resulted in an inability to extract valuable information from its infrastructure and, worse still, the inability to provide simple business services such as: data discovery, audit, search, retrieve and purge.

3. Identifying the Problem

Main Findings:

- Storage has been segregated, and the storage management systems have followed suit
- Organisations should stop treating their data assets as simple data and start considering them as information, or intellectual property
- Not all systems, information and data are of the same value and as such organisations should look to ways of classifying them.

In approaching this problem, it may be helpful to ask some simple questions:

- Why is the storage underutilised?
- Why are there so many duplicate copies of data? Where are they and what are they used for?
- Is it possible to predict accurately storage requirements over a 1 – 5 year period?
- Is data easily classified? If not why not? And at what level should classification be carried out?
- Should all data be managed at the same level?
- What information can be derived from the existing data sources?

Data has become segregated both by IT divisions and organisational structure, and the management systems as well as the types of storage have likewise been segregated. It is not uncommon to find multiple storage management tools in different areas of operation within one organisation, leading to duplication of people (skills and effort) and wasted resource in terms of both licensing and management.

Organisations need to stop treating their data simply as that: blocks of data, but should start considering it as information. Information has a business value, owner(s), a location, a need for information retention that needs to be driven by policy, and should be tracked, accessed and reported on regardless of location on physical or logical storage subsystem (or even its geographic location).

If data issues are not dealt with, competitiveness in the market will be hit, as those fletter of foot and utilising more

flexible information management tools will be able to respond to changes in the markets faster. By taking control of data and information issues as soon as possible, the organisation can be at the forefront of the market, and can more rapidly respond to the demands being placed upon it by its customers and competitors.

4. Underlying Business Issues

Main Findings:

- Maximum benefits are obtained when solutions are employed in concert
- Integrated solutions ensure seamless operation

Specifically relating to data and information, IT is often viewed as being unable to comply with the business expectations for:

- Maintaining and controlling information growth.
- Data and information recovery (both following a loss and also for audit or analytical purposes.)
- Operational cost capping.

On the last of these, a widely quoted assumption is that the cost of management to the cost of the storage is in the ratio of 4:1. If that is correct, then businesses are facing an ever increasing and potentially non-linear compound problem, as storage requirements continue to grow in an uncontrolled manner.

As a result of this perceived failure to respond to the business, IT is often considered as a “tax” on the business - it is often seen to offer little more than an insurance policy in the event of a problem, and often an insurance policy that doesn’t pay out when problems do arise.

As organisations strive to move away from the cost centre model widely deployed today to service orientated architectures, it is imperative that the direction and strategy for data and information management be managed from the highest level and information stored in the form of data should be recognised as the corporate asset that it is.

That data is not normally viewed in this way can be demonstrated by asking staff the value of what they are storing. They may be able to identify the item in question as a database, a document or a mail file, but the vast majority of operations staff have no concept of the value of the information in itself. As a result, there is often no concept of differing support models to support these information types. Yet, it seems reasonable that not all data (e.g. backup, archived, replicated etc.) should be treated in the same way, as different types of data will have different levels of value to the business. For example, information held regarding a patent application will have far more value than information being held against a health and safety requirement – but both will need managing.

This lack of understanding of the value of information throughout IT departments (and many parts of the business) hinders the ability to make sound financial decisions regarding online, backup-to-disk, retention, archive and snapshot storage both in trend analysis, and quantitative purchase.

Another (and potentially larger) problem looming regards data retention for legal or audit purposes. Without knowledge of the underlying data value, defining some standard retrieval scenarios would quickly expose the inability for organisations to retrieve information as potentially required by law, or to report effectively within the organisation as required for corporate governance.

For many organisations, continuing with current storage management strategies is not viable – they will fast become ineffectual in providing responses to requests for information in context and in the process of trying, will lose competitive edge as all resources including much of the financial resource will be mobilised to manually deal with this new requirement.

It’s time to stop, take stock of the situation (with both current and future expectation in mind) and put some significant effort into developing an information strategy that meets the business requirements on an ongoing basis.

5. IT Issues

Main Findings:

- It can be difficult to define a top-down DM/IM strategy
- Data segregation negatively impacts storage purchasing and ownership

In the majority of cases, it is seen that there is an inherent inability to manage and control data consumption across the enterprise. This is due to a number of factors:

Difficulty in defining a Data or Information Management Strategy.

This difficulty stems primarily from a ownership model. In defining an IM strategy, a holistic view of all an organisation’s data must be taken, such that ownership, value, retention and other classification objects can be assigned “top down” to the separate business and IT functions. In the absence of this encompassing approach, each IT function has strived to do the best with the tools, people and vendors to whom it has access.

Segregated IT Divisions.

Typically the organisation’s data is subdivided (as is the ownership) across several systems and line of business units, with different applications, operating systems and databases causing issues at the bottom up, and different business units, different processes and different business requirements causing issues from the top down.

Purchasing.

In many organisations, a lack of coordination between functional groups can lead to one or more of the following procurement issues:

- Lack of standard buying programmes aligned to match IT strategy.
- Lack of standard purchase policies (e.g. multiple backup tools)
- One rule for one division, and another for another division.

It is imperative that purchasing departments are involved with the DM / IM strategy, to ensure that such issues can be dealt with up front, and the maximum benefits received from a standardised toolset strategy.

“The lions’ share spend factor”.

When making decisions regarding which storage management portfolio to review, it often falls to the vendor who has sold the most storage (generally measured in financial value) to the organisation. On the one hand, this has practical implications such as those around support models and relationship strength. On the other hand, this is a potential pitfall for which there may be no remedy:

- It becomes difficult to become hardware agnostic.
- It is nearly impossible to use vendor leverage to obtain best pricing.
- All of the eggs are in one basket, with an inability to flex as business requirements on IT change).
- Decisions are being made on a price / flexibility basis and not necessarily one that meets an organisation’s data management strategy.

Data Segregation.

Customers have been found that data segregation has happened because there’s been no better way. But the result has been:

- Costly, wasteful storage rationalisation programs (often driven by hardware vendors)
- A requirement for bespoke data migrations
- A lack of cross-business data ownership – instead data is pooled by OS type (Microsoft, Unix, Mainframe), application type (Exchange, Oracle etc) or storage type (SAN, NAS, or even by vendor)

Through being aware of these pitfalls, an organisation should be better able to prepare itself for a more strategic approach to data and information management.

6. Technical approach

Main Findings:

- There is a strong need to abstract the storage and data pools from the underlying physical assets
- It is recommended that a common code base be utilised to ensure commonality of management and control

Organisations have attempted to contain data growth while maintaining a short leash on management costs and capital outlay, yet without much success in many cases. Primarily, this has been because of complex vendor integration policies, combined with a lack of availability of highly functional, vendor agnostic tools. There has been a discrepancy between code and vision from storage management vendors that have expanded their portfolio primarily through product acquisition; these products have not always been designed to interoperate from conception to market deployment. Also, many management systems have been unable to cope with

market shifts with technology (such as virtual tape libraries (VTL), and backup to disk (B2D), etc).

As with many areas of IT, simplicity is the key.

If two simple rules are followed, the rest becomes far more facile:

- **Abstract the storage and data pools from the OS, storage types and applications**
- **Apply policies to the abstraction layer**

In simple terms, take a piece of data at the abstraction layer (i.e., it has already been written to some storage by a client or application). Then, classify it. Finally, apply a policy set to that data object, such as:

Value: Defined in financial or business value terms

Owner: Apply security policies based on access rights

Location: Storage Tiering and/or physical location

Retention: Inclusive of any deletion policies required

Through the use a common code base, it becomes easy to apply, for example, the following attributes to a data item:

- Security
- Encryption
- Classification
- Content Indexing
- Data Copy Services
- Policy Management
- Compression

The key differentiator is that these attributes are applied through policies and can therefore be automated. For customers using multiple backup, replication, reporting, and archiving tools this is of enormous importance. The operations team will be able to apply corporate or business policies against existing data sets without the need for modifying the storage, initial write policies and the plethora of tools designed to provide these functions currently. The business can be supported more transparently, response times are massively improved, and the cost of managing the storage function falls dramatically.

7. Conclusions

Main Findings:

- Tight integration is key
- Vendors building on a single software platform have the advantage

What has become clear is that multiple data management tools, wholesale data segregation, storage management silos and diverse processes have distracted many organisations from defining a concise and workable data and information management strategy. What is also apparent is that without the business collaborating with IT to define the value of information, it will be all but impossible for IT to deliver against an undefined requirement.

This point is critical for organisations. As more pressure is applied from external bodies in the way information needs to

be extracted from data and presented in an auditable fashion, it becomes imperative for organisations to reconsider their approach to the harvesting and mining of data and more so the capability to access its information resources “on demand”.

Much in the same way as organisations have consolidated storage and, more recently, server infrastructures, it is vital that consideration be given to data management tools and processes to not only deliver operational efficiencies but to also provide access to information and consequently knowledge through existing data sets.

Unification is the key

A storage architecture that provides tight integration between storage management, data management and data protection systems is key to effective end-to-end data lifecycle management. Unifying the traditionally separate functions of data movement with data management allows management of the entire storage stack from application to device as a cohesive whole.

In this area, starting from scratch has some advantages, as other players who gained much of their technologies through acquisitions are not so well positioned to provide integrated systems. Because of their legacy, these vendors are faced with the challenge of “rationalising” a number of disparate data management and analysis solutions together in order to deliver a cohesive, interactive platform.

The “data abstraction layer” appears to be the logical point at which to direct storage, Information and or data management policies. Removing the dependency of the data itself from the underlying physical assets provides a far more flexible approach to data and information mining, as well as to data migrations, backups, restores and business continuity

Data policies should be reflective of the business requirements, with the capability of being extended to incorporate new business drivers, for example in the manner in which worries around possible litigation have driven information retrieval requirements.

Overall, Quocirca recommends that an approach is found that combines abstraction with a integrated approach to data and information management, utilising in-built policy enforcement and security capabilities to ensure that the technical approach to data and information supports the dynamic changes in the business’s process needs.

About CommVault

A singular vision – a belief in a better way to address current and future data management needs – guides CommVault in the development of Unified Data Management® solutions for high-performance data protection, universal availability and simplified management of data on complex storage networks.

CommVault's exclusive single-platform architecture gives companies unprecedented control over data growth, costs and risk.

CommVault's software was designed to work together seamlessly from the ground up, sharing a single code and common function set, to deliver superlative Data Protection, Archive, Replication, and Resource Management.

More companies every day join the thousands who have discovered the unparalleled efficiency, performance, reliability, and control only CommVault can offer.

Information about CommVault is available at www.commvault.com.

CommVault's corporate headquarters is located in Oceanport, New Jersey in the United States. The EMEA Regional Headquarters is located in Reading in the UK, and the Oceania office is based in Sydney Australia.



About Quocirca

Quocirca is a primary research and analysis company specialising in the business impact of information technology and communications (ITC). With world-wide, native language reach, Quocirca provides in-depth insights into the views of buyers and influencers in large, mid-sized and small organisations. Its analyst team is made up of real-world practitioners with first hand experience of ITC delivery who continuously research and track the industry in the following key areas:

- Business process evolution and enablement
- Enterprise solutions and integration
- Business intelligence and reporting
- Communications, collaboration and mobility
- Infrastructure and IT systems management
- Systems security and end-point management
- Utility computing and delivery of IT as a service
- IT delivery channels and practices
- IT investment activity, behaviour and planning
- Public sector technology adoption and issues
- Integrated print management

Through researching perceptions, Quocirca uncovers the real hurdles to technology adoption – the personal and political aspects of an organisation's environment and the pressures of the need for demonstrable business value in any implementation. This capability to uncover and report back on the end-user perceptions in the market enables Quocirca to advise on the realities of technology adoption, not the promises.

Quocirca research is always pragmatic, business orientated and conducted in the context of the bigger picture. ITC has the ability to transform businesses and the processes that drive them, but often fails to do so. Quocirca's mission is to help organisations improve their success rate in process enablement through better levels of understanding and the adoption of the correct technologies at the correct time.

Quocirca has a pro-active primary research programme, regularly surveying users, purchasers and resellers of ITC products and services on emerging, evolving and maturing technologies. Over time, Quocirca has built a picture of long term investment trends, providing invaluable information for the whole of the ITC community.

Quocirca works with global and local providers of ITC products and services to help them deliver on the promise that ITC holds for business. Quocirca's clients include Oracle, Microsoft, IBM, Dell, T-Mobile, Vodafone, EMC, Symantec and Cisco, along with other large and medium sized vendors, service providers and more specialist firms.

Sponsorship of specific studies by such organisations allows much of Quocirca's research to be placed into the public domain at no cost. Quocirca's reach is great – through a network of media partners, Quocirca publishes its research to a possible audience measured in the millions.

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Contact:

Quocirca Ltd
Mountbatten House
Fairacres
Windsor
Berkshire
SL4 4LE
United Kingdom
Tel +44 1753 754 838