



EMC's VNXe chosen for Cloud Plus storage

Sydney, 30 June 2011 - EMC Australia today announced that Cloud Plus has purchased EMC's industry-leading unified storage technology, which will become a key component of a comprehensive cloud solutions platform enabling partners in Australia and New Zealand to take advantage of the increasing opportunities around the cloud.

With a strong partner focus, Cloud Plus is a leading provider of Private Cloud solutions in Australia and New Zealand, and assists partners to execute on their cloud strategy by providing an Infrastructure as a Service (IaaS) framework to enable them to rapidly develop and deliver cloud solutions to clients with minimal cost and complexity.

Cloud Plus evaluated EMC against NetApp and other leading storage vendors, and decided to partner with EMC, using VNXe as the primary storage platform for its virtual hosting services forming part of an extensive a la carte menu that partners can select from when creating solutions for clients.

Jules Rumsey, Chief Executive Officer, Cloud Plus, said: We enable our clients and partners to leverage the substantial benefits available with cloud computing without having to make a significant investment in infrastructure, technology and staffing, whilst maintaining a high level of visibility and control.

We need a storage platform that will cater for our immediate requirements, scale as we grow and provide much needed features that will enhance storage efficiency and enable our services to evolve over time. We have chosen EMC's VNXe as it is a highly integrated, scalable platform with a small footprint that can be rapidly deployed, delivers excellent value for money and has an aggressive product development roadmap that is well aligned with our needs, Rumsey continued.

Commenting on the announcement, Mark Oakey, Marketing Manager Storage Platforms, EMC Australia and New Zealand, said: EMC is pleased to partner with such an innovative company as Cloud Plus and to assist to deliver highly integrated cloud solutions to Cloud Plus clients and partners in Australia and New Zealand.

Cloud Plus has created a unique proposition that will enable the broader IT partner community to develop and deliver cloud solutions without incurring significant capital overheads and a protracted ROI, whilst still allowing them to retain full control and flexibility over delivery. And most importantly, it enables them in an ever-changing market to aid the ability to better service the existing customer base while also capitalising on the greater addressable market opportunity.

Cloud Plus offering allows partners to develop important new revenue streams with the knowledge and peace of mind they are backed by a provider that only invests in best-of-breed technology; as EMC's VNXe provides automated, application-ready storage with solution-focused software that makes it easy to provision, manage, and protect, he explained.

ends

About EMC

EMC Corporation is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service.

Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyse their most valuable asset - information - in a more agile, trusted and cost-efficient way.

Additional information about EMC can be found at www.EMC.com

About Cloud Plus

Cloud Plus is a leading provider of Private Cloud Solutions in Australia and New Zealand. It operates its own Next Generation MPLS Network and cloud services infrastructure in order to deliver highly integrated solutions for its clients and partners. Delivered as Infrastructure as a Service (IaaS), a Private Cloud Solution from Cloud Plus takes the cost and complexity out of cloud computing. And every solution is backed by Cloud Plus industry-leading 100% Uptime Guarantee and 100% Committed Support.

Press contact at Blackie McDonald is:

Nuria Grifoll or Natasha Gillooly (emc@bmcd.com.au)

+61.2.8907.4900 (tel)

+61.2.8907.4999 (fax)

Press contact at Cloud Plus is:

Jules Rumsey (jules.rumsey@cloudplus.com)

+61 413 613 698 (mob)