



## EMC Works with Ninefold to Launch First Australian-based Cloud Storage Offering

Sydney, 4 May 2011 - EMC Australia, the world leader in information infrastructure solutions, today reinforced its push to lead the cloud services space, from a collaboration with Ninefold to launch the availability of a local cloud-based storage service that was built using EMC Atmos, an information storage and distribution platform solution.

Fully backed by Macquarie Telecom, Ninefold recently introduced its public cloud storage service allowing anyone with a credit card to set up a self-service account in minutes, and allowing customers to store vast amounts of data in the cloud.

This is currently the only home-grown Australia-based cloud storage service from a local company that targets local consumers and enterprises of all sizes who may be considering an outsource option for some of their storage needs onto a cloud-based hard drive infrastructure with the benefits of scalability, reliability and availability.

There are a number of powerful cases for the use of a public cloud storage service, such as a content-heavy website that may opt to store images, videos and other elements, on a separate storage platform, that results in the reduction of call requests made upon the web server, and thus dramatically increasing the performance of the overall platform and enhancing the user experience for that website. For others, cloud-based storage could become the backbone for any number of online applications, platforms, or software.

Peter James, Managing Director, Ninefold, said: The initial reaction to the companys new cloud offering has been overwhelmingly positive. Early results have shown that our new public cloud service has met a previously neglected business need.

Many Australian organisations prefer to store their information on home soil instead of sending it offshore. Since launching the service, we have seen a sharp spike in new customer accounts, four times the previous daily average.

When asked about Ninefolds partnership with EMC, James said: Thanks to the support provided by EMC, we are now offering Australian customers a powerful and flexible cloud storage model.

Along with our virtual servers, it means Ninefold now provides the complete cloud computing package, with the added advantages of local support, fast speeds and billing in local currency. Having EMCs industry-leading cloud service portfolio Atmos under the covers enables us to provide local businesses with a strong, competitively priced and attractive Australian alternative to Amazon AWS S3.

The infrastructure resulting from the collaboration between Ninefold and EMC also incorporates a proven application programming interface that is closely mapped to Amazon S3 and other providers for easy adoption.

Commenting on the deal, David Webster, President EMC Australia, New Zealand and South East Asia, said: EMC is pleased to partner with Ninefold to deliver the countrys first cloud storage service backed by EMC Atmos. If you are looking to build cloud storage, Atmos is the ideal offering for service providers combining massive scalability with automated data placement to help you get the right information to the right location, at the right time - anywhere in the world.

As the backbone of Ninefolds cloud offering, Atmos dramatically increases operational efficiency, which reduces management complexity, saving time and money.

Ninefolds public cloud storage is currently in the public Beta phase.

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#### About EMC

EMC Corporation (NYSE: EMC) is the worlds leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMCs products and services can be found at [www.EMC.com](http://www.EMC.com)

#### About Ninefold

Based entirely in Australian data centres, Ninefold offers all the benefits of cloud computing and storage with the added advantages of local support, faster speeds and local billing. Anyone can get started in minutes by signing up at [ninefold.com](http://ninefold.com)

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