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SNIA Europe Announces New Board of Directors

Cloud Storage, Data Deduplication and Solid State Storage on the Agenda

London, UK, 9th November 2009 — The Storage Networking Industry Association (SNIA) Europe today announced the new Board of Directors elected by its members for the 2009-2011 term. This group of ten industry leaders will work closely together to deliver on SNIA Europe's mission to promote the acceptance, deployment and confidence in open storage-related architectures, systems, services and technologies, across the IT and business community.

The new Board of Directors are:

Officers

Chair:	Bob Plumridge, Hitachi Data Systems
Vice Chair:	Malte Rademacher, EMC
Secretary and Marketing Chair:	Denise Ridolfo, NetApp
Treasurer:	Daniel Sazbon, IBM

Directors

Gilles Chekroun, Cisco
Aad Dekkers, MTI
Mike Murphy, Brocade
Thomas Pavel, LSI
Marcus Schneider, Fujitsu
Chris Sopp, HP

“My aim as Chairman of SNIA Europe is to continue to build on the successes we have achieved in the six years since its formation. Having just returned from the largest and most successful SNW Europe event ever and seeing the overwhelming interest from end users in many new innovations such as Cloud, Data De-Duplication and Solid State Storage makes this an exciting time to a part of the storage industry,” said Bob Plumridge, SNIA Europe’s Chairman. “I am honoured to have been elected by my Board colleagues to serve as Chairman of SNIA Europe. With the wealth of knowledge and experience

we have on the incoming SNIA Board, we can provide leadership and education in all these important areas. I am looking forward to engaging with all those interested in the future development of this industry.”

SNIA Europe has been the main source of authoritative vendor-independent information on data storage and related technologies across EMEA since 2000, and today it occupies a unique position in the industry providing IT professionals with a wealth of educational programs and tools. A non-profit, vendor-neutral organisation run by its members, the association offers one-day seminars throughout Europe (the SNIA Europe Academy, www.storage-academy.com), online tutorials and many whitepapers all available on its website, where case studies and other information can also be found.

SNIA Europe also endorses the most successful storage event in Europe – SNW Europe now co-located with SNIA Europe’s Virtualization World and Datacenter Technologies conferences -- where each year representatives of SNIA, the Fibre Channel Industry Association, SCSI Trade Association, vendors, analysts, and other industry organisations converge to speak and interact with end users and resellers and help storage and IT professionals develop their knowledge of the latest technologies and market developments.

About SNIA Europe

The Storage Networking Industry Association (SNIA) Europe is dedicated to high-level knowledge exchange, thought-leadership and to promotion of the acceptance, deployment and confidence in open storage-related architectures, systems, services and technologies, across the IT and business community. To achieve this, SNIA Europe runs a coordinated series of activities at both pan-European and country-level to provide a central source of unbiased information on storage networking technologies. It is the voice of authority that delivers education and information on networked storage and associated technologies across Europe, Africa and the Middle East. SNIA Europe is a non-profit, vendor-neutral organisation run by its members, which include approximately 70 vendors, channel partners and individuals. For further information you can email euroinfo@snia.org, contact +44 (0) 20 8785 5555, or visit www.snia-europe.org.

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Notes for editors

The Place For All Things Storage

The SNIA Europe website serves as a portal to key industry news and events, the latest developments in SNIA technology initiatives, highlights member company information, and a wealth of education resources such as tutorials, white papers and case studies, developed by both SNIA and its members. Other features include country-specific pages maintained by SNIA Europe’s local committees; a member directory; and a playback facility for SNIA webcasts. For more information, please visit: <http://www.snia-europe.org>.

Educational Resources and Events for Storage Professionals

SNIA runs a number of tutorials and technology specific presentations developed by its members for anyone interested in expanding their knowledge of the networked storage industry and its technologies.

- **The SNIA Europe Academy** is a series of comprehensive, one-day conferences designed to provide storage professionals with regular educational programs on key storage technologies and solutions. www.storage-academy.com
- **Webinars and Speakers Bureau**
SNIA technology experts regularly deliver webinars and technology presentations at industry events throughout Europe. Go to the SNIA BrightTalk channel (<http://www.brighttalk.com/webcasts/search/snias>) to view recent and upcoming webinars, or to the SNIA Europe events calendar (<http://www.snias-europe.org/Home/events.htm>) to see where SNIA Europe speakers are currently scheduled to appear. For more information about having a SNIA Europe presenter at your event, please send an email to euinfo@snias.org.
- **SNIA Europe's SNW Europe / Virtualization World / Datacenter Technologies**
The largest fully-independent conference, comprised of three key technology areas important to storage and datacentre professionals, is the place where IT managers and professionals can attend SNIA-endorsed education tracks on the latest storage technologies, get hands-on access to a wide range of solutions demonstrations, and mix with industry peers and technology experts who face similar IT storage and data management issues every day. SNIA's unique association with the European storage user community enables us to bring you a conference program that addresses each of the highest priority issues shared among all types of organisation, both large and small, public and private through vendor-neutral tutorials and real-life case studies. So whether you are just embarking on your first consolidated storage resource project or are looking at multi-site business continuity issues then SNW Europe is the place to be. For further information please visit www.snweurope.net; www.virtualizationworld.net; www.datacentertechnologies.net.
- **Storage Networking Times**
This quarterly e-newsletter is written by SNIA Europe representatives and independent industry analysts. Each issue contains technology education articles, analyst briefings, a regional spotlight and articles relevant to storage technology end users. Storage Networking Times is a key resource for all EMEA IT professionals involved in storage networking. The latest version is located at www.snias-europe.org/news/e_news.
- **SNS Europe Magazine / StorageWelt / SNS UK**
SNS and StorageWelt magazines are the only industry publications that are endorsed by SNIA Europe. This ensures that regular contributions from SNIA Europe and their SNIA Technology Forums and Initiatives bring readers the latest developments on Cloud Storage, Data Management, Ethernet Storage, Fibre Channel, Green Storage Solid State Storage, Storage Security, Storage Management and many other key topics on a regular basis. Visit www.snseurope.com for further details
- **Vendor-Independent Certification Credentials for Storage Professionals**
The SNIA Storage Networking Certification Program (SNCP) provides a strong foundation of vendor-neutral, systems-level credentials that integrate with and complement the product-focused vendor certifications. The structure of the SNCP has been enhanced to reflect the advancement and growth of storage networking technologies over the past few years, and to provide for expanded offerings in the future. Through evolving and enhancing the SNCP, the SNIA is establishing a uniform standard by which individual knowledge and skill sets can be judged. Two new credentials have been launched in October 2009: For more information on training and certification exams, go to www.snias.org/education/certification.

About SNIA Europe

SNIA Europe is led by a member-elected Board of Directors responsible for high-level strategy, direction, focus and region-wide activities. Four directors hold the officer positions of Chairman, Vice Chairman, Secretary and Treasurer. Other members of the Board are responsible for membership, events, marketing, education and country committee liaison:

- **Current Board of Directors**

Officers:

Chair:	Bob Plumridge, Hitachi Data Systems
Vice Chair:	Malte Rademacher, EMC
Secretary/Marketing Chair:	Denise Ridolfo, NetApp
Treasurer:	Daniel Sazbon, IBM

Directors:

Director:	Gilles Chekroun, Cisco Systems
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Director:	Mike Murphy, Brocade
Director:	Thomas Pavel, LSI
Director:	Marcus Schneider, Fujitsu
Director:	Chris Sopp, HP

- **Country & Regional Committees:**

SNIA Europe country and regional committees organise and drive the education programmes of SNIA Europe at the local level. Currently, there are active committees in the following countries:

- BeNeLux: BeNeLuxchair@snia.org
- Czech Republic and Slovakia: Czech-Slovakchair@snia.org
- France: francechair@snia.org
- Germany: germanychair@snia.org
- Italy: italychair@snia.org
- Middle East: chair-mideast@snia.org
- Nordics: nordicschair@snia.org
- Russia: russia-chair@snia.org
- Switzerland: switzerlandchair@snia.org
- UK: ukchair@snia.org

- **Key Industry Technology Programmes**

SNIA Europe works in close liaison with SNIA worldwide to deliver end-user education programmes in key areas of storage networking and information technology. The SNIA Technology Forums & Initiatives drive industry education, marketing, participate in the development of standards via technical working groups, and identify industry. Below are the current SNIA Forums and Initiatives:

- **Cloud Storage**

- SNIA Cloud Storage Initiative (CSI) is responsible for coordinating and managing all activities within the SNIA related to cloud storage, including those for education, technical development, business development, marketing and implementation. In addition, the CSI will collaborate with other organisations and initiatives to further the dialogue on cloud storage as well as leverage SNIA regional affiliates to promote cloud storage on a global scale.
- The SNIA Cloud Storage Technical Working Group (TWG) is focused on the development of a Cloud Data Management Interface (CDMI) specification, Cloud storage technical innovation and development of specifications and technical developments to international standards development organisations.

- **Data Management**

The SNIA Data Management Forum (DMF) is focused on and develops best practices and new approaches for Data Protection (including data deduplication), Information Lifecycle Management (ILM) and Long Term Archive, Compliance Storage Initiative (L-TACSI) and Database Information Management (DIM).

- **Ethernet Storage**

The SNIA Ethernet Storage Forum (ESF), formerly the IP Storage Forum, is chartered to promote Ethernet-connected storage networking solutions and technologies and the value of Ethernet as a storage networking fabric.

- **Green Storage**

The SNIA Green Storage Initiative (GSI) works on identifying and disseminating best practices for energy efficient storage networking and promoting storage-centric applications that reduce the storage footprint and associated power requirements.

- **Solid State Storage**

The Solid State Storage Initiative (SSSI) aims to be the recognised authority for storage made from non-volatile, solid state memory devices. It conducts education efforts for the vendor and user communities, performs market outreach highlighting the virtues of solid state storage and furthers the development of standards specific to the technology.

- **Storage Management**

The SNIA Storage Management Forum works on continuous development of the SMI-S specification, which delivers a highly functional and interoperable management interface for multi-vendor storage networking products to enable and streamline the integration of large and diverse multi-vendor storage networks.

- **Storage Security**

The SNIA Storage Security Industry Forum (SSIF) is focused on educating storage professionals, security professionals, security practitioners, and academics in order to provide a better understanding of storage security and how it applies in your organisation.

- **XAM**

The XAM initiative was created by the SNIA to develop and implement XAM product interoperability programs; XAM developer programs; XAM standard product conformance programs, and industry education materials.