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ARKIVIO™ auto-stor Ships, First Solution to Dynamically Manage Data and Storage Resources

MOUNTAIN VIEW, Calif., Sept. 16, 2002 - Arkivio, Inc., the first company to successfully integrate data and storage resource management, announced today the general availability of its ARKIVIO™ auto-stor software solution. ARKIVIO™ auto-stor is a new class of automated storage management software that seamlessly integrates into existing storage environments and dynamically manages an enterprise's data and storage resources driving its cost per managed terabyte of storage to its lowest possible level, while providing significant ROI.

"We've taken a unique approach to managing storage by recognizing that while all data are critical, not all data have the same value to a company and their value changes over time," said Giovanni Paliska, president and CEO of Arkivio. "By understanding these different data life cycles, we have developed an entirely new way to automate management of storage environments by matching data to the most appropriate storage resource. Our ARKIVIO™ auto-stor software allows enterprises to immediately realize savings in the day-to-day operational tasks that burden IT administrators - resulting in quick payback."

At the core of the ARKIVIO™ auto-stor software is the patent pending ARKIVIO Policy Automation Engine (PAE) that analyzes the customer's data and storage resources to generate Data Value Scores and Storage Value Scores. The ARKIVIO PAE uses this intelligence to direct the right data to the proper storage device and volume. Added Paliska, "We've developed a 'set-it and

forget-it' policy automation engine that affords time and resource benefits by automating routine administrator tasks. Further cost savings occur because ARKIVIO™ auto-stor operates across a site's existing storage infrastructure, whether it's direct attached storage, network attached storage or a storage area network."

Echoing Paliska's viewpoint, Nancy Marone, Senior Analyst at the Enterprise Storage Group noted, "One of the key issues in data management today is the prioritization of data - what data should reside on expensive storage resources and what data can reside on lower cost, lower performance resources. The ARKIVIO™ auto-stor solution automates the placement of data based on policies set by the administrator. By intelligently moving data to the appropriate resources, the ARKIVIO solution can fully utilize existing storage, prevent work stoppage due to volumes exceeding capacity, and automatically direct data to new storage resources. This addresses key cost issues of data storage management."

Putting theory into practice, the company has recently integrated its ARKIVIO™ auto-stor software into Allegra Systems, an east coast Applications Service Provider and integration company. According to George Farrall, executive vice president of Allegra Systems, "After exhaustive evaluations of the competition, ARKIVIO™ auto-stor was chosen because of its ease of installation, intuitive operation, reduction in routine administration tasks and robust software. In addition, it allows us the ability to automatically and intelligently utilize all of our storage - bringing about immediate cost savings and making storage management for Allegra Systems effortless."

Continued Farrall, "ARKIVIO™ auto-stor has reduced our need to constantly write scripts and perform manual data resource operations. For new servers being added to our system, the software can automatically manage the new storage resource without our intervention. We expect this software to significantly reduce our operating cost for hardware and minimize administrator firefighting."

ARKIVIO™ auto-stor further differentiates itself from ordinary storage resource management products by the global

organization and prioritization of data into logical resource groups, classifying storage devices based on operational characteristics and providing continuous monitoring and alerting of storage and data resource utilization. This closed loop interactive monitoring process gives instant feedback to gauge the effectiveness of implemented policies and provides historical trending, allowing for accurate planning and the ability to forecast when and what type of storage to buy next for more cost effective asset acquisition.

ARKIVIO™ auto-stor has redefined storage management, building on an extensible, storage and data management architecture that is able to deliver immediate value in an enterprise's existing infrastructure and adapt as that environment changes. "The bottom-line for the IT community is immediate cost-savings since they can integrate our solution into their existing storage environments without any affect on their end users. This creates a significant reduction in routine tasks and provides continued ROI as their storage grows," Paliska concluded.

ARKIVIO™ auto-stor will make its public debut this week in booth 234 at Storage Decisions 2002, September 17-19th, at the Hilton Hotel in Chicago, Northwest Exhibition Hall. Pricing begins at \$35,000 with up to one terabyte of storage under management.

About Arkivio

Arkivio, Inc., founded in December 2000, provides enterprise storage management automation software that minimizes administration and infrastructure costs while optimizing IT resources. The company's shipping solution, ARKIVIO™ auto-stor, redefines storage management for medium size businesses to large enterprises by enabling them to automate storage and data resource management, dynamically balance capacity utilization, track and utilize storage assets based on cost, and perform corrective actions in response to alerts - driving the cost per managed terabyte of storage to its lowest possible level, while providing significant ROI.

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