

Redstor Partners with EMC Atmos to offer Cloud Storage

- Redstor named as one of the first partners to utilise EMC Atmos cloud storage platform -

Reading UK, October 2010 - Redstor, a managed services, cloud storage and IT solutions provider has today announced a partnership with EMC Atmos to offer customers access to the EMC Atmos cloud storage platform. The partnership will allow Redstor to offer four new cloud storage services that will utilise the EMC Atmos platform.

Redstor is one of the first UK companies to offer cloud storage services powered by the EMC Atmos platform. It will offer its customers the opportunity to reduce storage costs and migrate to a virtual data centre with confidence and ease.

Redstor are leveraging the EMC Atmos cloud storage platform to provide secure cloud storage infrastructure services that will help customers manage and optimise external clouds as part of an overall cloud strategy.

The partnership will allow software vendor partners to interface effectively with its data centres and deliver an easy virtual drive to manually migrate data to the cloud. Policy based, intelligent file information tiering, long tail information retention and clone backup copies will also be offered as part of the Redstor EMC Atmos solution.

In January 2011, Redstor will roll out a suite of cloud storage services based on EMC Atmos. These four cloud services will focus on the demand that Redstor sees for ways to reduce storage costs in the modern, virtualised datacentre. The company has been providing cloud storage services since 2005 and currently has over 150 partners in the UK and Europe that resell the current crop of services such as Redstor Online Backup and Redstor Protector.

Commenting on the partnership Tony Ruane, Business Development Director at Redstor said: "EMC Atmos will form a key part of our infrastructure. We see a huge demand from our customers and partners for cloud offerings that move data to lower-cost storage locations. Not all data is created equal and, thanks to some fantastic economies-of-scale, we can often store customer data in the cloud much more effectively than by storing it on site. The open EMC Atmos Application Programme Interface means that our independent software vendor partners can interface with our data centres to deliver compelling end-user services, effectively opening the floodgates to our storage and driving increased revenues for us and our partners."

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ABOUT REDSTOR

Founded in 1998, Redstor is a leading provider of cloud services and data protection solutions. Today, Redstor's business spans three principal areas: solving storage issues for businesses; remotely managing clients' own data and delivering online backup and cloud services to organisation directly and through partners. In addition to its strong commercial business, Redstor has a strong presence in the Education Market partnering with over 80 service providers with its Redstor Backup Service for Schools (RBUSS) used by over 12,000 schools in the UK and with solutions such as CentraStage, delivering simplified device management - www.redstor.com

ABOUT EMC

EMC Corporation (NYSE: EMC) is the world's 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 EMC's products and services can be found at www.emc.com.

ABOUT EMC ATMOS DEVELOPER COMMUNITY

The Atmos Developer Community on the EMC Community Network (ECN) provides developers and service providers with software downloads, sample apps, tools and best practices, enabling them to leverage the EMC Atmos cloud storage platform to deliver content and information services anywhere in the world. Learn more about the Atmos Developer Community here: <https://community.emc.com/community/edn/atmos>

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