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BALESIO TECHNOLOGY REDUCES UNSTRUCTURED DATA VOLUME ON PRIMARY STORAGE

balesio's Native Format Optimisation to Cut Unstructured Data by up to 90%

London, UK – 28th February 2012- [balesio](#) AG, the leading provider of native format optimisation solutions for unstructured data, today announced its newly-found status as a member of the HP AllianceONE Partner Program. As such, balesio can now leverage HP sales, marketing and technical resources to create unique solutions for customers using HP Converged Infrastructure.

The fast-growing Swiss-based company develops its innovative Native Format Optimization (NFO) technology to reduce storage requirements for unstructured files by up to 1:5 on primary storage and thus increase capacity efficiency. balesio will design next-generation solutions with HP Converged Infrastructure to that help organisations to reduce data management costs for unstructured data and streamline primary storage requirements while enhancing backup, network and bandwidth performance.

Following today's announcement balesio's solutions are now supported on HP servers and storage. Balesio's latest FILEminimizer Server edition offers end users significant reductions in costs and allows these companies to better address today's sprawling issue of unstructured data management by automatically reducing the footprint of Microsoft Office, PDF and image files by 40%–90%.

"The compressed, non-zipped files that our Native Format Optimization technology generates are significantly smaller than they originally were and as a result primary and secondary storage capex and opex are lower, backup times are shortened and network bandwidth is less strained. In addition the software offers savings after the first use and as early as possible in the file creation process, providing a rapid return on investment," said Christoph Schmid, Chief Operating Officer at balesio. balesio's NFO technology, a comprehensive set of content-aware native optimisation algorithms developed for unstructured file formats, allows the format of optimised files to remain unaltered, removing the need for the files to be rehydrated or decompressed. All balesio solutions are therefore 100% compliant with other optimisation technologies such as de-duplication and archiving.

"With FILEminimizer Server, customers now have access to a highly effective solution that allows them to reduce the footprint of the primary storage required to store unstructured data. We are looking forward to growing our partnership with HP," added Schmid.

About balesio AG

balesio AG is a fast-growing provider of innovative data reduction technology and storage optimisation solutions that enable organisations to release up to 85% of their existing storage capacity to achieve significant, permanent storage cost savings. Headquartered in Switzerland, the company delivers primary storage optimisation as well as integrated solutions for SharePoint,



Microsoft Exchange and Lotus Notes under the brand FILEminimizer. balesio products are sold worldwide and have already helped small and medium-sized companies, universities, public and government institutions as well as the vast majority of Fortune 500 companies get more from their storage investments. For further information please visit www.balesio.com.