![DataCore Software logo]

DataCore Software
The Leader in Software-Defined Storage

DataCore Software specializes in the high-tech fields of network storage virtualization and enterprise storage management. DataCore was founded in 1998 and has risen to become the global leader in Software-defined Storage solutions with over 10,000 customer site deployments around the globe.

- Global leader in software-defined storage
- Proven in over 10,000 customer sites and 25,000 license deployments world-wide
- Product: State-of-the-art 9th Generation SANsymphony™-V storage virtualization platform
- Experienced Management; Privately held since 1998

The company's SANsymphony-V storage virtualization software empowers organizations to seamlessly manage and scale their data storage architectures, delivering massive performance gains at a fraction of the cost of solutions offered by legacy storage hardware vendors. Developed with the experience and feedback of thousands of customers from around the world, DataCore's adaptive and self-learning and healing technology take the pain out of manual processes and helps deliver on the promise of the new software defined data center through its hardware agnostic architecture.

Our Customers

DataCore customers represent modern, fast-paced, IT teams serving all the major vertical industries, including healthcare, retail, insurance, finance, education and government. While their success depends on quick, continuous access to data storage on and off-premises, they are unwilling to indiscriminately waste money or time on temporary fixes. Our clients are located all around the globe, are served through local DataCore-authorized solution providers. For more information on DataCore customers, visit **www.datacore.com/testimonials**

Our Vision

"Empowering businesses with an enduring and dynamic 'Software-driven Storage' architecture liberating storage from static hardware-based limitations" - Circa 1998

Our Mission

"Make it practical for organizations large and small to remove physical, geographical and device-specific restrictions of data storage equipment that slow down, interrupt or endanger their IT operations."

Market & Focus

DataCore offers state-of-the-art, cost-effective solutions to the major storage-related problems faced by CIOs, Directors of IT and their staff. Our solutions span all the popular brands of online data storage equipment targeted at server class systems and hosted virtual desktops.

DataCore's software-defined storage architecture empowers and manages data storage located in application servers, on storage networks, on Cloud storage. It optimizes performance and the use of storage resources enterprise-wide across all these diverse storage elements regardless of where they are located.

History, Ownership & Management Team

DataCore Software has been a pioneer and leading innovator of storage virtualization technology since it was founded in 1998. Over the years DataCore has established itself the leader in optimizing storage infrastructures and as a leading provider and pacesetter of software-defined storage movement.

Privately held, DataCore is owned primarily by its founding team and its employee base, together with several prominent venture capital firms including Insight Venture Partners, Flagship Ventures and Updata Partners. In total the company has raised over $100 million of venture capital with the last round completed in 2008.

DataCore is headquartered in the U.S.A. in Ft. Lauderdale, Florida. For more information on the company, visit: **www.datacore.com/company**

The DataCore Advantage

DataCore significantly increases the efficiency, performance and availability of enterprise storage infrastructures without having to invest a lot of time and money in hardware overhauls or expansions.

Although results may vary, customers regularly report the following benefits after deploying DataCore's storage virtualization software solutions: doubling capacity utilization to 90% levels, attaining nearly 100% availability, multiplying performance by 3 to 5 times, and achieving more than 300% capacity reclamation, all while realizing substantial cost savings.

DataCore™ software allows IT to substantially reduce the capital and operational costs of storage. Our storage virtualization software enables you to quickly and cost-effectively achieve a stable, responsive and enduring storage infrastructure that delivers:

- Utmost efficiency
- Improved performance
- Reliable data protection
- Flexible and efficient provisioning
- Non-disruptive migration to new equipment
- Practical disaster avoidance and recovery

DataCore's main competition is the traditional storage hardware mindset, which is driven to "replace the old and throw more new hardware at the problem" versus using smart software to optimize productivity, add flexibility to meet future needs and to maximize the useful life of existing storage investments.

Partner Ecosystem

We are fully committed to our channel business partners and in creating a solutions ecosystem for our customers.

We have a two-tier channel model and we are committed to selling through our indirect network of trained and authorized distributors and reseller partners. DataCore's virtualization solutions are strategic for our partners. DataCore advances their virtualization and storage practices and benefits their entire hardware, software and services portfolio by providing unprecedented return on investment to customers.

DataCore storage virtualization software is sold through authorized distributors and integration partners around the world, many of which also specialize in server and desktop virtualization solutions.

We work with all the major storage vendors and we have strong alliances with the three major server and desktop virtualization players – VMware, Microsoft, and Citrix. We also have a wide range of other alliances within the industry to foster joint solutions to better address customer needs. These close working relationships lead to happier mutual customers and collaborative innovation.

World-class Support & Training

DataCore offers extensive training capabilities and has a highly talented customer service organization in place to provide world-class 24x7 support from major centers in the U.S., U.K and Japan.

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