



3PAR: A Greener, More Efficient Storage Infrastructure

A TechValidate Research Report

This is a short format research report describing how users address business or technology challenges with their 3PAR Utility Storage. All information contained in this report was sourced directly from users with first-hand experience deploying their 3PAR Utility Storage. TechValidate verifies the identity of all users involved in its research studies and guarantees anonymity so that they can speak candidly.

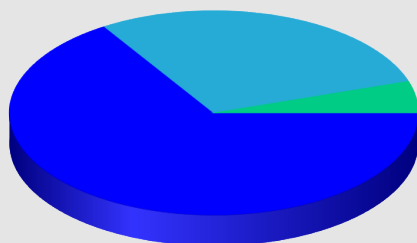
Green Data Center Initiatives Becomes a Critical IT Requirement

Sourced from TechValidate's network of thousands of technology end users, TechValidate's market research illustrates the operational challenges and purchasing environment facing today's organizations.

MarketFact

Green Data Centers on the Rise

Are you currently or do you plan to pursue a Green data center initiative in 2009?



- 66% Yes
- 29% No
- 5% Not Sure

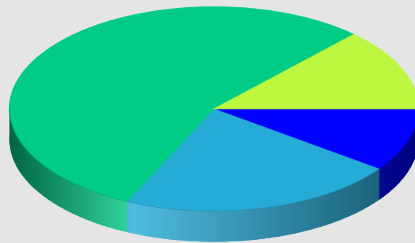
TechValidate Analysis

As an understanding of what is entailed in Green initiatives increases, IT professionals are increasingly able to make a determination of their organizations requirements. While it is clear from this market data that the majority of organizations are now pursuing Green IT, a solid minority view Green either as a "critical" or as non critical to their current infrastructures.

MarketFact

Expected Green Data Center Returns

By 2010, what are your targeted aggregate power + space + cooling cost reductions associated with your "Green" data center initiatives?



- 10% More than 50%
- 22% Up to 50%
- 55% Up to 30%
- 13% Less than 30%

TechValidate Analysis

Along with the rise of the Green IT movement, expectations for return on investment are rising, as well. Projecting into 2010 when current Green IT initiatives can first begin to show their longer-term economic impact, IT professionals expect a hefty impact with 55% expecting up to 30% a improvement and 22% expecting a 50% improvement in Green data center ROI. These metrics indicate very high customer expectations, and therefore require adequate evidence-based substantiation from the IT vendor community.

3PAR Delivers Greener, More Efficient Storage Infrastructure

The following deployment statistics have been collected and validated by TechValidate from real world users who have experience deploying and using their 3PAR Utility Storage.

TechFact

3PAR Recommended for Green IT Initiatives

95% of 3PAR users say they would recommend 3PAR Utility Storage as a strategic component for any Green IT initiative.

Source: Survey of 37 3PAR Utility Storage users

Validated TVID: 61F-171-A8D

TechFact

Over \$50K in CAPEX Savings

50% of 3PAR customers surveyed say they have saved at least \$50K of Capital Expenditures (CAPEX) costs over the past 12 months with 3PAR Thin Provisioning.

Source: Survey of 34 3PAR Utility Storage users

Validated TVID: 105-91F-58D

TechFact

Over 25% CAPEX Savings

28% of IT organizations reduced their Capital Expenditures (CAPEX) on storage capacity by 25% or more by using their 3PAR Utility Storage and thin provisioning over the past 12 months.

Source: Survey of 32 3PAR Utility Storage users

Validated TVID: 9B8-6C6-E34

TechFact

\$45,900 Average CAPEX Saving

34 IT organizations saved an average of \$45,900 of Capital Expenditures (CAPEX) cost by using their 3PAR Utility Storage and thin provisioning over the past 12 months.

Source: Survey of 34 3PAR Utility Storage users

Validated TVID: E9D-DC9-273

TechFact

12% Reduction of CAPEX

30 IT organizations reduced their Capital Expenditures (CAPEX) on storage capacity by an average of 12% by using their 3PAR Utility Storage and thin provisioning over the past 12 months.

Source: Survey of 30 3PAR Utility Storage users

Validated TVID: 2A4-11A-030

TechFact

Reduced Physical Capacity Requirements

32% of 3PAR customers say they have reduced physical capacity requirements by at least 10 TBs over the last 12 months with 3PAR Utility Storage.

Source: Survey of 37 3PAR Utility Storage users

Validated TVID: F89-590-883

Research Methodology

This QuickSheet is based upon data collected from customers of 3PAR. TechValidate surveyed 42 users and purchasers of 3PAR Utility Storage between November 19, 2008 and November 25, 2008.

Respondents had the following demographic profile:

- 33% of respondents were from a Medium Enterprise (between 100 to 5,000 employees), 21% of respondents were from a Large Enterprise (> 5,000 employees), 17% of respondents were from a Global 500 Company
- 12% of respondents were from the Health Care industry, 12% of respondents were from the Computer Software industry, 10% of respondents were from the Education industry

About TechValidate

TechValidate is a trusted third party service that verifies the usage, configuration, and benefits of technology products and services. We directly communicate with users to collect and validate information about their deployments. Our promise to the end user community is to provide unbiased, verified information about the usage and benefits of technology products and services. Read more about how TechValidate works at www.techvalidate.com.

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