

P R E S S R E L E A S E

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CMI White Paper Puts Spotlight on IBM PureSystems

Marin Firm Makes Business Case for Big Blue's Latest Technology

[September 28th, 2012. Mill Valley, CA] – Chouinard & Myhre, Inc (CMI) today released their latest “CMI Technical White Paper” highlighting IBM’s latest foray into consolidated or “converged” computing, IBM PureSystems.

CMI’s Director of Professional Services, Alexander Price authored the White Paper, and he brings a common sense, business case-driven approach to the topic.

The result is a solid, stepwise view of Big Blue’s latest technical wunderkind: PureSystems. As CMI’s Chief Technology Officer, Kris Neely says, “When I read this White Paper, I was reminded that IT Managers, Data Center Managers, and CIOs and CTOs from coast-to-coast know that converged technologies just make operational and financial sense. That’s why you see tech giants like IBM and Cisco toe-to-toe in the converged infrastructure market – there’s customer demand for a technology that drives cost and complexity out of the market and simplicity and availability in.”

The White Paper spares the reader from a tedious slog thru speeds-and-feeds, or a laundry list of features-and-benefits, and takes a more real-

world, how-would-people-really-use-this approach. Yet the business cases for PureSystems are always close by, as well.

Neely went on, "This White Paper is a bit like PureSystems itself, a clear-cut presentation of key facts and rationale for PureSystems that any CIO, CFO, or CEO can and will relate to. The technology is timely, and so is this White Paper."

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About CMI

CMI leverages over 35 years of experience, serving as an extension of client teams while helping them achieve competitive advantage through technology and innovation.

We offer systems and storage infrastructure, software, cloud enablement, consulting and professional services in the relentless pursuit of IT optimization.

The agile and highly responsive engineering talent at CMI see concepts through to reality, providing answers to client challenges that earn us trusted partner status with clients, partners and vendors. Our approach is to foster lasting relationships built on integrity and a strong commitment to pursuing the right solution for our client's situation.

For additional information, visit the CMI web site at www.cm-inc.com.