

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

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CMI Releases Latest Industry White Paper on Cloud Computing

Tech Firm Unveils Key Financial Aspects of Cloud Computing

[December 15, 2011. Mill Valley, CA] – Chouinard & Myhre, Inc (CMI) today released their latest “CMI Business Brief White Paper” targeting the key financial aspects of one of today’s hottest tech topics, cloud computing.

With a target audience of C-Suite executives, the CMI White Paper takes a unique approach to the subject by splitting the White Paper author perspectives three ways: the White Paper author proper, in this case CMI’s Storage and Cloud Storage Executive, Jeff Guenthner; a personal perspective section by CMI’s Chief Technology Officer, Kris Neely; and a Chief Financial Officer’s perspective by former Fireman’s Fund CFO Dick Kernan.

The result is a powerful discussion of the business and financial drives behind cloud-based storage and high availability which employs the offerings in these areas from tech bellwether IBM as the basis for its examples. Examples are crisp, well defined, valid, and approachable.

“We wanted to leave the feeds-and-speeds discussions to the others and talk directly to the business decision makers, the CFO, CEO, and CIO execs who are reading a great deal about cloud computing these days, but who may be

struggling to put their fingers on the “dollars-and-common cents” of the matter.” said CMI’s CTO, Kris Neely.

Neely went on, “By using industry-specific metrics, published studies, and real-world examples, this White Paper cuts through all the rhetoric about cloud and frames the discussion in terms any C-Suite exec can understand. IBM was quite helpful in this regard, helping us uncover solid examples of cloud backup and HA at work.”

Adding in an experienced voice like Dick Kernan, former CFO at Fireman’s Fund Insurance and at Acacia Pacific Holdings, Inc., helps ground this White Paper, and the cloud discussion it contains, in business reality – a failing of too many publications in this important business and tech space.

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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.

About IBM Cloud Computing

IBM has helped thousands of clients adopt cloud models and manages millions of cloud-based transactions every day. IBM assists clients in areas as diverse as banking, communications, healthcare, and government to build their own clouds or securely tap into IBM cloud-based business and infrastructure services. IBM is unique in bringing together key cloud technologies, deep process knowledge, a broad portfolio of cloud solutions, and a network of global delivery centers. For more information about IBM cloud solutions, visit www.ibm.com/smartcloud.