

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

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CMI White Paper Makes Business Case for Storage Virtualization

Bay Area Firm Makes Case for Data Storage Solution

[March 28, 2012. Mill Valley, CA] – Chouinard & Myhre, Inc (CMI) today released their latest “CMI Business Brief White Paper” aimed at making a strong financial and business case for the red-hot topic of storage virtualization.

CMI’s Storage Practice Executive, Jeff Guenthner wrote the White Paper, which also contains a personal perspective by CMI’s Chief Technology Officer, Kris Neely, and commentary from former LucasArts and Digital Domain Productions CFO Kevin Weston.

The result is a solid survey of the business and financial drives behind the virtualization of data storage assets in contemporary computing. Using real-world cases of storage virtualization at work, and detailed examples from tech bellwether IBM, the White Paper does a fine job of explaining this high-tech solution in terms any CEO or CFO will find accessible.

“CFO’s know that spending on data storage at their organizations has exploded in recent years,” said CMI’s CTO, Kris Neely. “So it is important to

make a clear-cut business case to CXX executives for storage virtualization -
- which can literally drive double-digit savings in overall storage budgets.”

Neely went on, “By using examples from a variety of industries, as well as perspectives from key storage vendors such as IBM, this White Paper cuts through all the speech-making about *how* storage virtualization works and instead frames the discussion in business terms any executive can understand.”

Adding in a veteran CFO voice like Mr. Kevin Weston, former CFO at LucasArts and Digital Domain Productions helps ground this White Paper in reality – a failing of too many feeds-and-speeds oriented publications about this important and timely topic.

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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.