

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

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**CMI White Paper Points to Advantages and Cost Savings in
Hierarchical Storage Management**

Bay Area Tech Firm Lays-Out Robust Case for Storage Technology

[December 10, 2012. Mill Valley, CA] – Chouinard & Myhre, Inc (CMI) today released another in their new line of “CMI Business Brief” White Papers, this one focused on the technology known as Hierarchical Storage Management (HSM) to help organizations more efficiently and automatically manage data storage while simultaneously driving cost out of the process.

Targeting the audience of the C-Suite, this CMI White Paper explains, in terms accessible to any executive, the technology known as HSM, and how it can and does drive cost out of science of data storage. Data storage requirements have exploded in recent years as organizations of all sizes deal with the problem of “Big Data” -- a problem custom-made for HSM.

Through the use of cost-saving automation and programmed tiering of data, HSM allows organizations to exploit technologies such as Solid State Disk (SSD), cloud archive/backup technologies, and/or lesser cost technologies such as tape, optical, and low-cost disk for data/archive storage. The result is a well-managed, highly automated, efficient process and methodology for storage management problems of all sizes and scales.

The White Paper explains the problems and business issues of this technology in clear-cut terms, using IBM's Tivoli Storage Manager (TSM) product as an example of a best-in-class HSM product and solution.

Net: the White Paper is a clear-cut, sober analysis and explanation of a topic which most CFOs and CEOs are probably unaware. When coupled with the explosion in data storage requirements this unfamiliarity may be costing many of the organizations managed by such CFOs/CEOs money.

"Today's organizations small and large are struggling to address the issues associated with data storage and data archiving." said CMI's CTO, Kris Neely. "HSM is the answer in an overwhelming number of clients we work with on a daily basis. Any way you look at it, today's data center managers need all the help and guidance they can get in maximizing the cost-effective performance of their data storage. This White Paper helps address that need."

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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.