



PRESS RELEASE

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SNIA SOUTH ASIA ANNOUNCES THE FORMATION OF A NEW CHAPTER FOR MALAYSIA

SNIA South Asia to extend its educational outreach to include Malaysia

Singapore; 25th February 2010 – The Storage Networking Industry Association for South Asia (SNIA SA) today announced that they have formed a new chapter of their organisation to represent Malaysia.

Until now, SNIA South Asia has seen the majority of the demand for educational content come from the Singapore region, but with emerging economies and a rapidly increasing interest in storage technologies, there have been many requests for representation in other countries, the most prominent of which has been Malaysia. IDC have predicted that Asia/Pacific (exc Japan) ICT spending will grow by 7.7% over 2010, and with no obvious slowdown in the volume of information being stored, it is a perfect opportunity for SNIA to advance its mission by expanding the availability and awareness of data storage technologies. Customers in Malaysia will now have access to SNIA's storage standards and best practices as well as a comprehensive library of vendor-neutral, educational white papers and presentations on all storage related technologies. SNIA South Asia will also be working with their colleagues in Malaysia to map out a program to extend the SNIA Storage Networking Certification Programme (SNCP) and to introduce storage training and certification to the region.

“This is a natural step in our evolution, and we welcome all our friends and colleagues in Malaysia” said PK Gupta, Chair of the SNIA South Asia. “We are seeing increased demand for our services from storage professionals in Malaysia who need a better understanding of the technology but would prefer not have a vendor bias. SNIA is the only source of such knowledge. We will be the primary source of vendor-neutral education for South Asia”. Heoh Chin-Fah, Technical Director at Real Data Matrix Sdn Bhd, the driving force behind the development of SNIA Malaysia, was equally enthusiastic about the opportunity. He said “We have been working on this project for a while and we were keen to ensure that when we approached SNIA South Asia that we did so with the full recognition of the Registrar of Societies, and with the backing of a number of large storage vendors in Malaysia. I'm pleased to say we have achieved both of those objectives and we are now excited about the prospect of implementing our first set of initiatives and persuading more companies and individuals to join us”. Wayne Adams, Chair of the SNIA commented “The Asia Pacific region continues to be one of the world's largest growth areas for data center storage and SNIA over the past several years. The global redistribution of IT services and operations in our interconnected world has enabled Malaysia to be recognized as a part of this trend. SNIA's IT professional educational programs and storage standards for storage management, energy efficiency, and cloud data management services are integral building blocks for Malaysia's data center storage operations and IT infrastructure”.



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About the SNIA

The Storage Networking Industry Association (SNIA) is a not-for-profit global organisation made up of some 400 member companies plus their worldwide affiliates and 4,100 active individuals spanning virtually the entire storage industry. SNIA members share the common goal of leading the worldwide storage industry in developing and promoting standards, technologies, and educational services to empower organisations in the management of information. SNIA has a corporate mission to:

- Be the trusted advisor across all business segments and the recognised authority in storage technologies in support of information management.
- Be the catalyst for the development of information technologies and storage standards.
- Establish a strong international presence to address the needs and requirements of the local storage and information management marketplace.

SNIA South Asia is the affiliate responsible for the regional activities. SNIA South Asia is also a not-for-profit organisation registered in Singapore and is governed by a Board of Directors elected by the membership each year to represent the Association. For additional information, visit the web site at www.snia.org or in South Asia visit www.snia-sa.org

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