

IO Named a 2012 Emerging Vendor by CRN and UBM Channel - IO



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Phoenix, AZ - August 30, 2012

IO, the leading provider of next-generation modular data center technology and services, today announced it has been selected by CRN and UBM Channel as a 2012 Emerging Technology Vendor. The annual list features the most innovative vendors who not only deliver technology that is easy to use, but also generate the high margins solution providers require.

Each organization on the list represents a new partnership and go-to-market opportunity for solution providers looking to identify new vendor partners. Powered by IO™ is a worldwide network of data center sites and service providers that are certified by IO to host IO's technology and provide **Data Center as a Service (DCaaS™)** in exclusive markets. Through IO, solution providers increase the size of their addressable market, gain access to IO's technology roadmap, and rapidly deliver secure, efficient, and high-performance data centers to meet their customers' requirements.

"In addition to providing unmatched, production-grade technology, the Powered by IO program allows us to reduce our capital investments and only purchase what we require – with new capacity delivered fast. Our first two IO.Anywhere modules were up and running in our FORTRUST Denver facility in 22 days," said Robert McClary, Vice President, FORTRUST and Powered by IO partner. "When looking at side-by-side comparisons of a traditional data center build versus modules, we realized we could reduce capital by about 14-15 percent. Additionally we can realize around \$900,000 a year in operational expense savings."

IO is building a worldwide, interconnected network of data centers that collectively broaden the footprint of each partner, and seamlessly enable solution providers to address their customers' data center needs. With IO.Anywhere and IO.OS, partners can align strategically with their customers' global technology road map, by providing a next-generation modular data center platform to run their businesses and enable cloud computing.

"Emerging doesn't mean what it used to," said Kelley Damore, VP, Editorial Director, UBM Channel. "And this collection of up-and-comers and new-to-the-game vendors is on an upward trajectory that a host of young companies that preceded them could barely imagine. With new innovations like cloud computing and virtualization speeding up the pace of innovation, and technology mainstays like storage and networking branching off into new directions, this list encapsulates a tectonic technology shift where the recently founded are starting to rule the roost and become household names much more quickly than in the past. We congratulate each vendor on the list and congratulate them for placing an emphasis on innovation and ease of use, features that are the hallmark of any successful channel offering."

Final selection to the Emerging Technology Vendor list was made by the CRN editorial team after a review of submitted information. To view a sample of the list and read the editorial accompaniment visit www.CRN.com

About IO

IO is a global leader in software-defined data centers and has pioneered the next generation of data center infrastructure technology. IO's integrated hardware and software data center technology platform offers enterprises, governments, and service providers an innovative way to deploy, provision, and optimize data center capacity anywhere in the world. IO technology lowers the total cost of data center ownership compared to traditional data centers, enabling dynamic deployment and intelligent control based on the needs of IT equipment and applications in the data center.

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