

Photobucket Selects IO.Anywhere® as Video Uploads Skyrocket - IO



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IO, the leading provider of next-generation **modular data center technology** and services, announced today that it has been awarded a contract with **Photobucket.com, Inc.**, the world's leading dedicated photo and video sharing service.

As part of the agreement, IO will provide Photobucket with **Data Center as a Service (DCaaS™)** at **IO Phoenix**, delivered through two dedicated IO.Anywhere modules.

Providing always-on access is critical for Photobucket as its 100 million users depend on the service to capture, edit and share their digital memories. According to data from Photobucket, total video uploads (web and mobile) are increasing rapidly. In fact, they were 3.5 times higher from July 2010 to July 2011, pointing to the need for powerful technology to support the enormous data influx.

"It was more cost effective for us to relocate out of our then current provider's data center than to execute a renewal with them," said Jim Goss, Vice President of Operations at Photobucket. "With IO.Anywhere, we gained a higher quality data center with greater density and at lower total cost of ownership."

IO's dedicated suites, modules and data center services are highly valued for their private physical infrastructure, customer-controlled systems and service level agreement protection. Scalable from 200KW to multiple megawatts, IO provides a state-of-the-art environment to ensure your mission-critical IT systems and applications are always available 24x7xForever.

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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