

# PRESS RELEASE

## **Ardenta launches new service to rescue UK businesses from the growing dilemma of data storage and business continuity**

**London, UK - 17 October 2007** - Ardenta, leading UK consultants in delivering highly-tuned information systems to the enterprise, have today announced the launch of a new service for organisations facing the ever pressing challenge of managing ever-increasing data volumes.

The service, called Ardenta Remote Storage Administrator, aims to help organisations deal with the issue of data storage and availability, to enable better business performance based on rapid accessibility, as well as compliance with UK data regulations.

According to Ardenta's Technical Director, Scott Hanson, "The issue of data storage and access is traumatising many organisations today, as data volumes grow. Not only do companies need quick access to data to perform competitively as a business, but they must also keep vast quantities of infrequently-accessed data for regulatory reasons. The complexity and cost of managing these volumes of data is confounding many UK businesses – it's not just about adding more and more capacity, it's about proper management. This is why we offer a service where they can outsource all or part of their data storage requirements to us."

The marketplace for data storage is a highly specialised and skilled one. In this market, the Ardenta Remote Storage Administrator service is distinguished by the storage pedigree and expertise of the company's founders. Ardenta was founded by two technicians - Neil Truby and Scott Hanson - as an IT Managed Services provider with a focus on EMC Storage Technology. The company is building on its founders' grass-roots knowledge in the area of managed data services.

The service includes the skills and services needed to manage vast amounts of organisational data – for back-up, recovery, archiving, for example. It aims to ensure the cost effective operational solutions along with security and risk reduction. Customers of the new service include Musgrave, Budgens, Londis, 32Red and Centrebet.

/more

“Effective data management is a growing issue for businesses today. We consider the outsourcing of our data requirements to experts to be a strategic necessity for our business, which runs on highly available data. For this reason we have partnered with Ardentia, calling on their specialist skills and experience, along with 24x7 support all year round,” said Shane Paterson, Centrebet.

“The data issue is not just about gaining quick access to increase business performance,” said Ardentia Technical Director, Scott Hanson. “There is also a heightened concern among the companies we meet of the need about the risk they face in terms of business continuity. “The concern is growing– that’s why we are providing this service. We can take on the problem, as increasingly it’s an area that is specialised and needs technical expertise.”

Shane Paterson, Centrebet said: “In our business, data is the lifeblood of the company and to ensure it is effectively stored while being quickly accessible is of paramount importance to us. Added to that, we know our data is a massive company asset that we must not lose. We just can’t afford to take that risk, which is why we have placed it in the hands of our chosen specialists, Ardentia.”

The Ardentia Remote Storage Administrator service is launched as part of a suite offering a wide range of Managed Services to help in the management of business-critical systems

### **About Ardentia**

Ardentia Limited is the UK’s specialist in delivering highly tuned information systems for the enterprise. Ardentia designs, implements, maintains and supports - at optimal levels - mission critical systems for organisations who depend on high performance solutions. Ardentia is an EMC<sup>2</sup> Velocity Partner as well as an IBM Premier Business Partner, with a specialist Storage Division. Based in Sunbury, Middlesex, the organisation numbers 32red, BBC, BUPA, Centrebet, Greenpeace, ITV, Ladbrokes, Musgrave Budgens Londis, Travel 2 Ltd, The Royal British Legion and Tiscali amongst its customers. For further information please visit: [www.ardentia.com](http://www.ardentia.com)

### **Press Contact**

Susan Morgan  
Ardentia Ltd  
Tel: 01932 724004  
Mobile: 07710 246248  
email: [susan.morgan@ardentia.com](mailto:susan.morgan@ardentia.com)