

Ardenta makes a move on the UK's storage marketplace

Specialist IT consultancy set to expand its business based on excellence in storage integration

19 September 2005 - Sunbury-on-Thames, UK - Ardenta, the UK's specialists in delivering highly-tuned information systems for the enterprise, has announced that much of the continued growth of its business will come from expanding its capability as a key player in the marketplace for business-driven storage integration.

The company has increased its sales and marketing investment in this area and, as well as having pending recruitment plans, has become an EMC Velocity² Partner. This means that Ardenta can use EMC's software portfolio to provide best-of-breed storage systems for large databases.

This move is a significant step forwards in the SMB data storage marketplace, where Ardenta expects to dominate based on excelling technically. The company cites a unique company ethos, which it calls, Ardentation (concentrating on the technical rather than commercial, to help bring enterprise information operations to peak levels of performance and productivity – and then keeping them there without unnecessary spend).

According to Scott Hanson, Ardenta's Technical Director: "We already have a proven track record in the storage arena, and our focus on achieving technical excellence has helped us build a reputation for superior back-up to disk and recovery data storage solutions. This latest move will build on that experience as we continue to strive for leadership in this area, which will be helped by our status as an EMC² Velocity Associate Partner, as well as an IBM Premier Business Partner."

Hanson continued: "While there are a number of companies in the marketplace offering capabilities in the area of data storage none has a company ethos that focuses relentlessly on excelling in technical expertise through advanced

diagnostic, tuning, specification, supply and technical support services. We add to this mindset a complete, industry-leading set of product, skills and capabilities to meet the storage requirements of organisations, from installation, upgrades or refreshes, to new disk deployment, Infrastructure Lifecycle Management (ILM) techniques and more."

Ardenta's capability comes with strong endorsement. According to Steve Thomson, Finance and IT Director at Greenpeace UK: "Ardenta's extensive knowledge of [operating systems] and networking made them an ideal partner to help us to address our storage issues. The SAN they recommended shows that they understood our needs well."

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About Ardenta

Ardenta Limited is the UK's specialist in delivering highly tuned information systems for the enterprise. Ardenta designs, implements, maintains and supports - at optimal levels - mission critical systems for organisations who depend on high performance solutions. Ardenta supports mission critical systems which operate 24 hours a day, 365 days of the year. Based in Sunbury on Thames, Middlesex, the organisation counts BBC, BUPA, Greenpeace, ITV, Musgrave Budgens Londis, Travel 2 Ltd, The Royal British Legion and Video Networks Ltd amongst its customers. Ardenta is an IBM Premier Business Partner, EMC² Velocity Associate Partner and HP Authorised Reseller. For further information please visit: www.ardenta.com
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