



## NEWS RELEASE

### **ProStor Systems Announces Rapid Acceleration of ProAlliance Channel Partner Program**

**Growth in Average Deal Size and Increase in Bookings Point to Partner Success**

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**BOULDER, CO – April 25, 2011** – [ProStor Systems](#), the leader in enterprise-class removable disk storage systems for business backup, archiving, and retention management, today announced strong results from their [ProStor Systems ProAlliance™ Partner Program](#). For the 250 worldwide partners in the program, average deal size increased by 24 percent in 2010, and the top ten partners experienced over 300 percent increase in bookings.

Partner success is fueling last month's ProStor announcement of two significant company milestones – surpassing 200 customers for the ProStor [InfiniVault®](#) archive storage system and the shipment of over 200 petabytes of [RDX®](#) removable disk technology. ProStor has a 100 percent channel-based sales model.

“ProStor Systems is the type of company and product that we’re excited to introduce into our customer base,” said Scott Pelletier, vice president of IT solutions at Lewan & Associates. “The recently announced InfiniVault Model 70, with its ability to help customers manage the explosion of fixed digital content, is only going to increase the opportunity to jointly pursue business with ProStor.” See the press release, [ProStor Systems Announces Availability of Multi-Tiered Storage System for Fixed Digital Content](#), for more information on the InfiniVault Model 70.

ProStor Systems is committed to their channel partners; all orders, including support, are sold through partners, and a deal registration program protects partner margin. ProStor works aggressively with partners to enable their sales team, offering a sales certification program, technical training, and tailored marketing support.

To continue to build ProAlliance program momentum, ProStor recently introduced a “Test Drive” program that gives partners the opportunity to place an InfiniVault storage system at the customer site free of charge for up to 30 days. To date, over 95 percent of customers who have received product as part of the Test Drive program have purchased.

“Our rapid company growth is tied to the success of our partners,” said Ian Duncan, vice president of strategy and marketing at ProStor Systems. “Our commitment and investment in our

partners has been rewarded with a channel that's expanding rapidly and experiencing great success with our products.”

For information on the ProStor ProAlliance partner program, visit the ProStor [website](#).

### **About ProStor Systems**

ProStor Systems provides industry-leading solutions for the cost-effective, long-term storage of digital information. ProStor's RDX® removable disk technology is sold by leading server manufacturers Dell, HP, IBM, and others who combined have shipped over 200 petabytes to 250,000 customers worldwide. ProStor InfiniVault® integrates information management software, online disk, and RDX removable disk to simplify retention management while automating disaster protection and regulatory compliance. InfiniVault provides fast, reliable retrieval of information from a choice of local online, nearline, offline or offsite locations, all while eliminating archive silos and reducing management overhead. This intelligent storage system is replacing optical, tape, and disk in healthcare, document imaging, financial services, digital video archive, service provider, and government markets.

For more information about ProStor Systems, visit [www.prostorsystems.com](http://www.prostorsystems.com) or contact the company at [info@prostorsystems.com](mailto:info@prostorsystems.com) or 303-565-3100. Visit [www.rdxstorage.com](http://www.rdxstorage.com) to learn more about RDX removable disk technology.

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