Tulip Ltd to demonstrate Nimble Storage solution at Flash Lab, IP EXPO

LONDON, October 17, 2012—Response Data Communications, the specialists in delivering enterprise infrastructure and communication solutions, today announced it will be hosting a live seminar featuring storage vendor: Nimble Storage and customer: Tulip Ltd, leading UK food producer at the 2012 **IP Expo** on **Wednesday 17th October** in Earls Court 2, London.

The seminar is scheduled to run from 10:30 - 11:15am in the Flash Storage Lab theatre, entitled Why 20-Site UK Manufacturing Business Deployed Nimble Storage Flash-Optimised Solution will be presented by Phil Davies, Senior Systems Engineer, Nimble Storage and Wayne Fairhurst, IT Infrastructure Services Manager, Tulip Ltd. Tulip has 20 sites spread around the UK with 8,000 employees producing brands such as Danepak, Adams and Spam for major supermarkets and retailers.

Wayne from Tulip will be telling the audience at IP Expo about the importance and necessity of flash based storage for a national business with 20 sites. In particular, he will discuss how using Nimble Storage and its single appliance has benefitted the business by simplifying data management through scalability and capability to meet their needs. The 8,000 employees are brought together through "one way of working" using the Nimble Storage system to integrate the company in terms of culture, sense of belonging, collaboration, technical support, skills, business risk, scalabilty and business continuity.

Wayne Fairhurst: "The seminar I am taking at IP Expo addresses head-on the reality of the issues facing companies when it comes to managing huge amounts of data. With the increase in information available and required across the board, pressures on showing a return on investment and the increasing need to decrease carbon footprints, I will be discussing how using solutions like Nimble Storage has enabled us to run more efficiently as well as integrate our existing infrastructure without relying on back-up technology. It also allows us to be prepared for future growth and expansion within the business."

About Response Data Communications

For nearly two decades Response Data Communications, have been seamlessly delivering leading edge, secure, high performance, strategic business IT solutions to multi-site UK businesses with global operations. Celebrating both gold and platinum EMEA partner accreditations, they are recognised in the UK as a specialist reseller in corporate communications and enterprise IT infrastructure solutions. RDC have the knowledge and experience to ensure successful integration with existing environments, while maximising effectiveness, efficiency and profitability.

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Working on a focused set of complementary IT technologies; WAN optimisation, next-generation storage, network visibility and management, unified communication, IP telephony, wireless security, data protection & analysis, cloud networking, firewalls and data centre networking, in partnership with their award-winning vendors.

For more information about Response Data Communications visit: http://www.rdc.uk.com/ or follow RDC on Twitter, Facebook, YouTube, LinkedIn and the RDC News Blog

About Nimble Storage

Nimble Storage believes enterprises should not have to compromise on performance, capacity, ease of use, or price. Nimble has developed the first hybrid storage architecture engineered from the ground up to seamlessly integrate flash and high-capacity drives. Our customers enjoy as much as 10x faster application performance, enhanced backup and disaster recovery, and stress-free operations—all while lowering their TCO. Nimble Storage solutions are available through a global network of world-class channel partners. For more information, visit www.nimblestorage.com and follow us on Twitter: @nimblestorage.

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