

### **Data storage revenues soar across UK, France and Germany**

London, 11th March 2010 – As the amount of data increases and cloud computing gets closer to mainstream, revenues from sales of many data storage products is growing in all the major European economies according to the latest sales data from Context, the IT market research specialists. Recent figures covering the last two quarters of 2009 and into early 2010, show over 35% growth across storage categories in France. Germany followed this growth with over 25% quarter-on-quarter growth while the UK showed significantly less growth (1% quarter on quarter), affected mainly by plummeting sales revenues from tape products, such as drives and autoloaders. In contrast, Tape Storage sales continues to be popular in France and Germany with over 30% growth quarter on quarter.

Furthermore, the top growth category between Q3-Q4 2009 was Fibre Channel Switching across the UK, France and Germany. Disk Arrays and HBAs showed particular growth in France and Germany, confirming signs of an overall sales pick up of the SAN industry. “This may indicate that the French and German markets are one step ahead towards virtualisation and cloud-based models, while the UK is still getting out of recession in this area”, commented Alexandre Mesguich, VP of enterprise research at Context.

Top performing vendors in the SAN categories were Brocade followed by IBM and HP with over 30% quarter-on-quarter growth of revenues in France, Germany and in the UK.

“While the UK lagged behind Germany and France towards the end of last year, the signs are positive for Q1 this year and we are already seeing a market recovery for products such as Disk arrays, HBAs and FC fabric switching, typically used in the virtualisation space”, Alexandre added.