

## **Primary Storage Optimization solution with zip-free single file optimization by balesio software**

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**Steinhausen, April 21st 2010:** With productive data growing at explosive rates, managing this data growth will be the next challenge in storage management. With its zip-free FILEminimizer compression technology, balesio software now enters this market and offers corporate solutions as well as standard software products in this growing market.

The company's latest product FILEminimizer Server is following a novel approach to save on data reduction and managing storage growth: zip-free Single File Optimization. The FILEminimizer concept is radically different from zip compression technologies. *"In contrast to zip compression, our optimization is working directly on each single file and compresses it without changing the file format"*, explains Marc Schuler, Chief Architect at balesio AG. *"The single file size reductions, which can be as high as 98%, add up to an average data reduction of 70% on primary storage devices for our clients."* The high data reduction is achieved by optimizing single elements such as graphics, images and object within each single file. The results are highly optimized files of the lowest possible size. No decompression process is needed and files always remain accessible by users and programs alike. *"In the field of Primary Storage Optimization, FILEminimizer Server is a unique and highly efficient approach to data reduction and managing primary storage growth"*, explains Nate Anderson, balesio Product Manager, *"Saving on average 70% of expensive primary storage space without virtually any disadvantages in retrieving the data later is very appealing to companies of any size."* FILEminimizer is a software-only solution which is easy to implement and operate. No devices and no IT infrastructure changes are necessary. Custom solutions for integrating the technology into existing infrastructures such as Microsoft SharePoint or into communication systems like Microsoft Outlook and Lotus Notes and also available.

Apart from data reduction on primary storage devices, companies implementing the FILEminimizer technology experience further benefits: reduced data volume on secondary storage devices and archives, reduced data volume for backups, accelerated backup processes as well as continuous improvements in data and network traffic.

More information about the usage of the FILEminimizer technology as well as application scenarios, customer case studies, white papers and free evaluation versions are available here: [www.balesio.com/fileminimizerver](http://www.balesio.com/fileminimizerver) .

### About balesio AG:

balesio AG is an internationally leading Swiss software company which offers standard software of the highest quality and reliability. balesio develops and sells company solutions in the areas of data compression and file server and storage optimization with the applications FILEminimizer and FILEminimizer Server. balesio software has been sold already in over 130 countries worldwide and is nowadays successfully used in small and medium-sized companies, universities, public institutions as well as by a vast majority of Fortune 500 companies.

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