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balesio Enhances its NFO technology with EMC Unified Storage Technology

balesio AG Joins EMC Velocity2 Technology and ISV Partner Programme

London, UK – 12th April 2012 – [balesio AG](#), the leading provider of native format optimization solutions for unstructured data, today announced that it has joined the [EMC Velocity Technology and ISV Programme](#) to enhance interoperability between its FILEminimizer solution and EMC Unified Storage.

Interoperability of balesio's FILEminimizer and the Unified Storage platform enables users to optimize primary storage utilization for unstructured data. In fact balesio's Native Format Optimization (NFO) technology ensures that unstructured files consume 50-90% less space on primary storage. Users of the combined balesio-EMC solution will be able to take greater advantage of the arrays' existing capacity as FILEminimizer Server running on EMC Unified Storage can fit between two and five times more unstructured data on existing capacity, flattening primary storage growth and maximizing storage utilization and ROI.

Chris Schmid, Chief Operating Officer at balesio, comments: "balesio and EMC are both highly committed to helping organizations maximise their storage investments through innovative, reliable and effective technologies such as NFO. This partnership will provide end users with a solution that offers unseen primary storage utilization for unstructured data. When end users can store 2-5x more unstructured files on their EMC unified storage, it really makes a difference. The combination is a superior offering on the market that gives back budget and resources that were until now locked and yet unused."

“EMC is pleased that balesio has joined the EMC Velocity Technology and ISV Program to demonstrate its commitment to excellence in maximizing storage resources for its Native Format Optimization technology,” said Eric Herzog, Senior Vice President, Product Management and Product Marketing, EMC - Unified Storage Division, “We look forward to working with balesio to ensure that our mutual customers have the highest level of support possible for their information infrastructure initiatives.”

About balesio AG

balesio AG is a fast-growing provider of innovative data reduction technology and storage optimization solutions that enable organisations to release up to 85% of their existing storage capacity to achieve significant, permanent storage cost savings. Headquartered in Switzerland, the company delivers primary storage optimization as well as integrated solutions for SharePoint, Microsoft Exchange and Lotus Notes under the brand FILEminimizer. balesio products are sold worldwide and have already helped small and medium-sized companies, universities, public and government institutions as well as the vast majority of Fortune 500 companies get more from their storage investments. For further information please visit www.balesio.com.