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## **BALESIO CELEBRATES 1000<sup>TH</sup> ENTERPRISE CUSTOMER MILESTONE**

### **Saving Between 500 TB and 1PB of Costly Primary Storage**

**London, UK – 18<sup>th</sup> July 2012** - [balesio AG](#), the leading provider of Native Format Optimisation (NFO) solutions for unstructured data, today announced that it has reached a significant milestone in the company's history by passing its 1,000<sup>th</sup> enterprise\* customer mark, and having saved organisations between 500 TB and 1 PB of costly primary storage thanks to its [FILEminimizer](#) technology that drastically reduces the size of unstructured data files.

“Storage is one of the highest costs in IT so everyone is looking for innovative and effective ways to curb its growth. To date over 1,000 enterprises have invested in our NFO technology, reclaiming between half and one petabyte of expensive primary storage. Taking average industry standards for Total Cost of Ownership of Storage, balesio saved customers up to \$10M in storage and storage management costs through NFO,” said Daniel Bernard, CEO at balesio. “These are numbers any vendor would be proud of, especially a start up one like us, who is so innovative people sometimes try to compare us to deduplication of compression providers because they have never seen anything like FILEminimizer.”

Since its foundation in 2008, balesio has forged ahead with a vibrant growth strategy. This has included developing relationships with key storage players such as EMC, VMware and HP. The company's achievements have also been recognised by independent analyst house IDC with its *Hot Vendor Profile: balesio, a New Breed of Data Reduction Technology*.

With a broad spectrum of enterprise customers ranging from private companies to public sector institutions such as the [US Army Corps of Engineers and US Marines Corps](#), [Tavistock College](#) and [CBRE Group](#), Swiss-based balesio's ground-breaking Native Format Optimization technology is now in deployment across the world.

“With Big Data forecast to remain a significant issue for most datacentre administrators, we are dedicated to helping enterprises benefit from primary storage needs reduction rates of up to 90%. This is made possible through our patented NFO technology which not only immediately increases storage ROI but also helps enhance bandwidth and therefore network performance by minimising the size of Microsoft Office, PDF and other image files without impacting the original file quality or format as competing technologies do,” explained Daniel.

#### **Note to Editors:**

\* An enterprise customer refers to companies who have purchased a substantial amount of balesio solutions, not only a couple of desktop licenses.

For case studies and customer testimonials, please visit:

<http://www.balesio.com/corporate/eng/testimonials.php?pid=casestudies>

#### **About balesio AG**

balesio AG is a fast-growing provider of innovative data reduction technology and storage optimisation 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 optimisation 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](http://www.balesio.com).