

# Campaigns

## Q4 2009 / Q1 2010

**pillar**<sup>TM</sup>  
DATA SYSTEMS



You don't have to put up with oversized, underutilized, energy-guzzling storage systems. End their wasteful ways that are slowing your service and busting your budget.

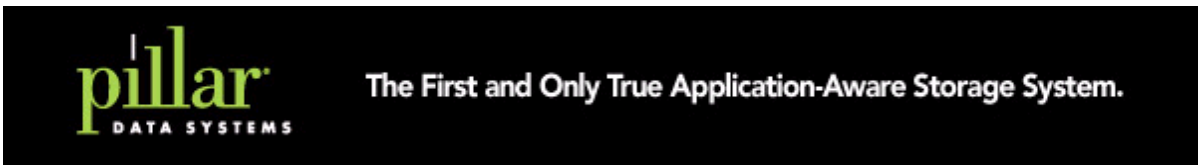
Make the move to Pillar Axiom®, the only true Application-Aware Storage™ system — now with SSD. Reap the combined benefits of the industry's highest performance and utilization rates, and the industry's best \$/IOPS. Guaranteed. You'll wait less and waste less, and have your applications screaming, instead of end users.

It's time to **Stop Storage Waste** and see how fast you can go with Pillar.



**SPECIAL OFFER:**

[Click here](#) to download a complimentary white paper: *Accelerating and Managing Data Using Solid State Drives.*





Storing your data on Pillar Axiom® is the fastest way to have your applications screaming, instead of end users. You'll wait less and waste less.

Put an end to the wasteful ways of oversized, underutilized, energy-guzzling storage that slows your service and busts your budget.

Make the move to Pillar Axiom™, the only true Application-Aware Storage™ system — now with SSD. Reap the combined benefits of the industry's highest performance and utilization rates, and the industry's best \$/IOPS. Guaranteed.

It's time to **Stop Storage Waste** and see how fast you can go, turbocharged by Pillar.



**SPECIAL OFFER:**

[Click here](#) to download a complimentary white paper: *Accelerating and Managing Data Using Solid State Drives.*



The First and Only True Application-Aware Storage System.



# Old Ways Are Hurting Your Data Center. And Killing Your Budget.

Put an end to storage waste. Oversized and underutilized legacy storage systems are costing you way too much energy, floor space, and money.

Make the move to Pillar Axiom®. It's the world's most efficient storage machine, and the only true Application-Aware Storage™ system. Get the industry's highest utilization rate – up to 80%. Guaranteed. Dramatically cut power and cooling costs and floor space. Reduce TCO by as much as 50%. And increase user satisfaction immeasurably.

It's time to **Stop Storage Waste** and see how efficient you can be.



### SPECIAL OFFER:

[Click here](#) to download a complimentary Blog eBook: *Wisdom Wisecracks & Weener Dogs*, written by Mike Workman, Chairman and CEO of Pillar Data Systems. In his blog, Mike avoids marketing spin and provides an objective view on technology, industry trends, what's working and what's not. As a 25+ year storage industry veteran, he tackles issues that many legacy storage companies would rather not discuss.

DOWNLOAD NOW!



The First and Only True Application-Aware Storage System.



Putting your data on Pillar Axiom® is the most efficient way to boost productivity, cut costs, and put more money to the bottom line.

Don't put up with the wasteful ways of legacy storage systems. They are costing you way too much in floor space, energy, and money.

Make the move to Pillar Axiom, the world's most efficient system, because it's truly Application-Aware. Get the industry's highest utilization rate – up to 80%. Guaranteed. Slash energy costs. Save floor space. Reduce TCO by as much as 50%. And increase user satisfaction immeasurably.

It's time to **Stop Storage Waste** and see how efficient you can be.



#### SPECIAL OFFER:

[Click here](#) to download a complimentary Blog eBook: *Wisdom Wisecracks & Weener Dogs*, written by Mike Workman, Chairman and CEO of Pillar Data Systems. In his blog, Mike avoids marketing spin and provides an objective view on technology, industry trends, what's working and what's not. As a 25+ year storage industry veteran, he tackles issues that many legacy storage companies would rather not discuss.

DOWNLOAD NOW!



The First and Only True Application-Aware Storage System.

Thursday  
26th November  
2009



## Briefing and Buffet Lunch:

[Register Now!](#)

High Speed Virtual Desktop and  
Application Performance with Solid State Drives

Dear FirstName,

Coal IT and Pillar Data Systems invite you to a Briefing on **High Speed Virtual Desktop and Application Performance with Solid State Drives** followed by a Buffet Lunch.

This morning's briefing will show you how you can use new approaches to data storage to accelerate application performance, VDI rollout and achieve much higher efficiencies and lower costs.

**Thursday, 26th November**  
9:00 - 13:00

**The Dome Room**  
1 Cornhill London EC3V 3ND  
(Opposite Bank Tube Station)

[Register Now!](#)

During this informative event, you will learn how to:

- When and why we need faster storage
- Building storage from the applications' perspective
- The role of solid state drives in the data centre
- Solid State Drives and VDI deployment
- Maximising efficiency through improved utilisation
- Deploying Application Aware Storage
- Driving down the \$/IOPS of storage

**Seating is limited. [Register today!](#)**

Briefing and lunch at the Dome Room **Thursday, 26th November, 2009**

[Register Now!](#)



## Briefing & Buffet Lunch Registration - 26th November 2009



PILLAR AXIOM

### Briefing and Buffet Lunch:

High Speed Virtual Desktop and  
Application Performance with Solid State Drives

Please confirm your details and submit your registration.

First Name: \*

Last Name: \*

E-mail Address: \*

Phone: \*

Company: \*

Job Title: \*

City: \*

Country: \*

Comments:

Contact us: +44 (0)20 7648 8490 | Email: [infoUK@pillardata.com](mailto:infoUK@pillardata.com)  
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[Privacy Policy](#) | [Terms of Use](#) | [Sitemap](#)



**Your Information has been submitted  
successfully!**

Thank you for registering for this event.

**High Speed Virtual Desktop and Application  
Performance with Solid State Drives**

**Thursday, 26th November 2009**

9:00 am - 13:00 pm  
(Catered lunch to follow)

**The Dome Room**

1 Cornhill  
London EC3V 3ND



[Click here](#) to save this event in your Outlook calendar.



[Click here](#) for a map and directions.

**We look forward to seeing you here.**

Thursday  
26th November  
2009



## Briefing and Buffet Lunch:

High Speed Virtual Desktop and  
Application Performance with Solid State Drives

Thank you for registering for this event:

### High Speed Virtual Desktop and Application Performance with Solid State Drives

**Tuesday, 26th November 2009**

9:00 am - 13:00 pm  
(Catered lunch to follow)

**The Dome Room**

1 Cornhill  
London EC3V 3ND



[Click here](#) to save this event in your Outlook calendar.



[Click here](#) for a map and directions.

**We look forward to seeing you there.**