

## Leading Vendors, Analysts and Publications in Data Center Computing to Participate in BladeSystems *insight*

Boston, MA, February 12 — PPM Media and Blade Systems Alliance announced today that the first national summit on blade systems continues to confirm the participation of vendors, analysts and publications from across the IT community driving blade technology adoption in data center and other high-density computing environments. BladeSystems *insight* event takes place April 10-12, 2007 at the Westin Savannah Harbor Golf Resort & Spa in Savannah, Georgia.

Newly announced participating vendors showcasing blade-based products and services include Eaton, Emulex, Brocade, and others. These industry leaders join IBM, Cisco, APC, Emerson Network Power, Siemon and many other previously committed vendor sponsors.

"The BladeSystems *insight* event provides a wonderful platform to showcase our Powerware® BladeUPS™, a new rack-based three-phase uninterruptible power system for today's high-density computing environments," said Ed Komoski, Vice President and General Manager of Power Quality Protection Division at Eaton. "The executives in attendance all recognize that as data centers increasingly deploy high density, small form factor computing platforms such as blade server technology, power density, energy efficiency and cooling are becoming highly-critical requirements and the Powerware BladeUPS delivers industry-leading energy efficiency, scalability and flexibility."

BladeSystems *insight* enables vendors to conduct business with a hosted audience of pre-qualified IT executives from Fortune 1000 and other end-user companies. Vendors get guaranteed access to attendees in case study presentations, one-on-one meetings and networking events. According to Mike Smith, executive vice president of worldwide marketing at Emulex Corporation, "This unique blade-focused event enables Emulex to showcase our enterprise-class storage networking connectivity solutions, including our market leading Fibre Channel HBAs and management software, to a broad range of senior IT leaders."

On the publications and web front, two new media partners have been announced. These include Data Center Journal, the leading portal for the data center industry; and SearchDataCenter.com, part of TechTarget Data Center Media.

The top analysts working in the blade and data center space will play a major role at BladeSystems *insight*. Jonathan Eunice of Illuminata joins a distinguished group of thought leaders making research presentations and holding meetings at the event including Andreas Antonopoulos of Nemertes Research; Jerald Murphy of the Robert Frances Group; and Zeus Kerravala of Yankee Group.

Providing further community support are endorsements and participation from leading industry associations including Blade Systems Alliance, [Blade.org](http://Blade.org), the Ethernet Alliance, DMTF (Distributed Management Task Force), OGF (Open Grid Forum) and ASHRAE.

IT executives need to qualify in order to attend; every attending executive is provided with a participation package that includes airfare and accommodations. Interested executives should visit [https://www.etouches.com/infor\\_req](https://www.etouches.com/infor_req).

Vendors interested in sponsorship opportunities that include case study presentations and one-on-one meetings with attendees should email Paul Samargedlis at [paul.samargedlis@ppmmedia.com](mailto:paul.samargedlis@ppmmedia.com) or call 603-668-7141. For general information on BladeSystems *insight*, visit [www.bladesystemsinsight.com](http://www.bladesystemsinsight.com).

BladeSystems *insight* is produced by PPM Media in partnership with the Blade Systems Alliance. For more on these organizations, visit [www.ppmmedia.com](http://www.ppmmedia.com) and [www.bladesystems.org](http://www.bladesystems.org).