

## **IBM Joins Community of Major Vendors, IT Executives, Analysts and Industry Associations at BladeSystems *Insight***

Boston, MA, January 11 — PPM Media today announced that IBM will be participating as a major sponsor in the inaugural *BladeSystems Insight* event taking place April 10-12, 2007 at the Westin Savannah Harbor Golf Resort & Spa in Savannah, Georgia. IBM joins APC, Emerson Network Power, Siemon and many other vendor sponsors already announced.

"IBM looks forward to participating in this event as a significant platform to showcase the industry's leading blade server system, IBM BladeCenter. We are also pleased to be joined by [Blade.org](http://Blade.org), a collaborative organization and developer community focused on accelerating the expansion and value of blade solutions for customers," said Doug Balog, Vice President and Business Line Executive, IBM BladeCenter and Chairman, [Blade.org](http://Blade.org).

*BladeSystems Insight* is the first and only event to give vendors access to a national audience of C-level and other top decision-makers who have been pre-qualified as blade technology adopters. According to Aaron Davis, Chief Marketing Officer at APC, "APC looks forward to sharing its knowledge and resources on how to design, build and implement high density environments using blade servers with the event attendees."

The leading industry associations supporting blade-based and other high-performance computing platforms have endorsed the event including [Blade.org](http://Blade.org), Blade Systems Alliance, the Ethernet Alliance, DMTF (Distributed Management Task Force), and OGF (Open Grid Forum). The presidents of these associations will be part of a special thought leadership program at the event.

Top analysts will also participate through exclusive research presentations, panels and one-on-one meetings with event participants. These include Andreas Antonopoulos, Senior Vice President and Founding Partner of Nemertes Research; Jerald Murphy, Director of Research at the Robert Frances Group; Zeus Kerravala, Manager of Infrastructure and Consulting from Yankee Group; and Don Beaty, President of dlb Associates and Chair of ASHRAE Technical Committee.

"*BladeSystems Insight* is one venue that gives executives the opportunity to meet directly with analysts that can share best practices and advice to help them effectively integrate blade technology into their enterprise," says Jerald Murphy of [Robert Frances Group](http://Robert Frances Group).

*BladeSystems Insight* serves the blade-based technology market that is projected by IDC to double in size over the next five years to \$10 billion with a projected 350% Compound Annual Growth Rate (CAGR). Worldwide demand for server blades is largely responsible for the year-over-year growth of the global server sector.

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@ppmmmedia.com](mailto:paul.samargedlis@ppmmmedia.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.ppmmmedia.com](http://www.ppmmmedia.com) and [www.bladesystems.org](http://www.bladesystems.org).

