



**Press Release dated March 16, 2015**

## **eld datentechnik is new PoINT distributor**

**Siegen. PoINT Software & Systems GmbH strengthens its distribution network for its storage and data management solution PoINT Storage Manager and gains the company eld datentechnik GmbH as new distribution partner for Germany. The partnership focuses especially on the integration of cloud and object storage systems which are, due to their high scalability, constant performance and wide redundancy, especially suited for purging and archiving of inactive data.**

The German company eld datentechnik GmbH is a business development company and distributor. The company is focused on flexible and scalable datacenter infrastructures for enabling its customers and partners to profit from new technologies like big data and cloud computing.

With this strategic partnership the new PoINT distributor would like to face current and future challenges within the IT and thus gain competitive advantages for its customers.

A big challenge in the IT field is i.e. the steadily growing volume of unstructured data. Inactive data, often up to 70% of the total data volume, are stored on expensive primary storage. By archiving inactive data to cost-effective storage systems primary storage systems can be off-loaded. It is possible to integrate both traditional and new storage technologies like cloud and object storage as secondary storage devices by the flexible tiered storage architecture of PoINT Storage Manager. The properties of cloud and object store, especially their high scalability, constant performance and wide redundancy, can be used selectively for storage optimization.

“When selecting our new partner PoINT and its product PoINT Storage Manager it was important for us, that the solution is flexible, intelligent and easy to handle. Additionally the solution should adapt to existing workflows and to future changes as our customers have to make as less changes as possible.” says Robert Schille, Business Development Manager at eld datentechnik GmbH.

“We are glad that we have gained eld as new partner and are looking forward to a good collaboration. The innovative focusing and the considerable know-how within the field of storage and especially in the field of object storage are what we like most.” says Sebastian Klee, Manager Marketing & Sales at PoINT.

### **About eld**

eld datentechnik GmbH is a business development company and distributor. eld delivers innovative technologies to the German-speaking market for solving current and future IT challenges. Thus eld enables companies within the DACH region to profit from new topics like cloud and big data and to implement the additional value promised in theory into reality. eld works closely with its partner and customers and supports both there, where they need it for developing their business and for being successful together.

### **About PoINT**

PoINT Software & Systems GmbH is specialized in the development of software products and systems solutions for storage and management of data using all available mass storage technologies like optical, hard disk, tape, cloud and object store. Close collaboration with leading hardware manufacturers enables an early support of innovative storage technologies. Besides these complete solutions PoINT also offers its know-how as Toolkits, which can be easily integrated in other applications by a programming interface. Furthermore PoINT projects entire storage solutions and provides consultancy with its long-term and versatile experience.

PoINT products are distributed by our partners in more than 25 countries worldwide and have been installed successfully in more than 2 million installations. PoINT customers range from end users expecting a compact and secure solution to large corporations, which meet with our solutions their complex demands by providing the necessary reliability and perfection.

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