

# TRISYS BOOSTS ADIC SALES

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- Reseller increases sales of ADIC data storage solutions with sales to Clifford Chance, British American Tobacco, P&O and Wilkinsons -

October 26, Warrington, Cheshire – TriSys, one of the UK's most respected providers of total data management solutions, has revealed an increase in sales of data storage products from Advanced Digital Information Corporation (NASDAQ: ADIC) with recent sales to customers that include P & O, Wilkinson Hardware and Clifford Chance. The increased volume is due to growing demand for intelligent and cost-effective storage solutions combined with a renewed focus by ADIC on selling through key channel partners.

"We have been re-evaluating our route to market and looking at the areas where we can make a bigger impact," said Christo Conidaris, regional director, ADIC. "Although we already had strong channel and solid relationships with our distributors and resellers, we understand that resellers such as TriSys have a greater capacity, and that consequently we needed to be cleverer about how we use these key routes to market."

ADIC sales made by TriSys between May and July 2004 include:

- A sale of the recently launched Pathlight VX, ADIC's disk-to-tape backup solution, which TriSys sold to global law firm Clifford Chance, which is already using the Scalar i2000 and a Scalar 10k. Pathlight VX is an integrated solution that gives the benefits of disk while retaining the long-term data protection capabilities and cost efficiencies offered by tape.
- Three ADIC Scalar i2000s, ADIC's next-generation tape library, that holds 1,000 to 1,600 cartridges, offers users a capacity of up to 670 terabytes. The in-built intelligence of the Scalar i2000 eliminates external library control servers and enhances library functions to improve overall data protection. This saves users time and money over the life of their backup system by reducing the need for external servers and software, while increasing the performance and reliability of SAN backup. TriSys sales of the Scalar i2000 in the past quarter have included key accounts such as British American Tobacco (BAT), global law firm Clifford Chance and UK education supplier Research Machines.
- P & O Ferries and leading high street retailer, Wilkinsons Hardware have selected ADIC's Scalar 100 as part of their data backup strategies. The Scalar 100 can scale from as few as 15 cartridges additional cartridges can be slotted in up to a capacity of 96, without the user having to change the physical size of the library itself.

"TriSys is a successful and well-respected reseller in the data storage market," said Conidaris. "The company's strong understanding and relationships with end user businesses twinned with its technical expertise has always made it a key partner for us, though we haven't always made the most of the partnership. I am pleased to say that this has now changed and I look forward to our partnership going from strength to strength."

Richard Jackson, managing director of TriSys said, "Our main priority is meeting the needs of our

customers, so we remain vendor-neutral, but in recent months we have noticed a positive change in ADIC's attitude towards the channel. This is good as historically we've had good relationships, but it's great to get back on track and to see more ADIC products reach our customers. It's important that vendors don't lose sight of how to work with the channel or underestimate the sales that resellers such as ourselves can create."

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**About TriSys**

Founded in January 1991 and with offices in Luton, Stirling, Runcorn and Poole, TriSys has grown to become one of the UK's most respected independent dedicated suppliers of data management solutions. TriSys have successfully integrated data management, protection, availability, storage and archiving solutions into many blue chip companies throughout the UK. For more information, visit [www.trisys.co.uk](http://www.trisys.co.uk).

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**About ADIC**

Advanced Digital Information Corporation (NASDAQ: ADIC) is a leading provider of Intelligent Storage™ solutions to the open systems marketplace. ADIC is the world's largest supplier of automated tape systems using the drive technologies most often employed for backing up open system, client-server networks.\* The Company's data management software, storage networking appliances, and disk-to-tape data protection solutions provide IT managers innovative tools for storing, managing and protecting their most valuable digital assets in a variety of disk and tape environments. ADIC storage products are available through a worldwide sales force and a global network of resellers and OEMs, including Cray, Dell, EMC, Fujitsu-Siemens, HP, IBM and Sun. Further information about ADIC is available at [www.adic.com](http://www.adic.com).

\*Market share data from Gartner Dataquest, Tape Automation Systems Market Shares, 2003, F. Yale, April 2004. ADIC and Pathlight are registered trademarks and Intelligent Storage is a trademark of Advanced Digital Information Corporation. EMC and CLARiiON are registered trademarks of EMC Corporation. All other trade or service marks mentioned in this document should be considered the property of their respective owners.