

# OuterBay Expands European Management Team and Global Presence

Submitted by: Devonshire Marketing Consultants Limited

Tuesday, 1 March 2005

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VERITAS Veteran to Head European Office

OuterBay, a leader in information lifecycle management (ILM) solutions for applications and databases, today disclosed significant progress towards their plans for worldwide expansion – a framework for global growth already resulting in new international customers and partners.

Spearheading the EMEA sales initiatives is Doug Rich who joins as Vice President of EMEA Sales and Operations. Based at OuterBay's EMEA headquarters in Oxford, Mr. Rich will apply his 19 years of experience in the enterprise software and hardware industries by driving OuterBay's enterprise customer base across the EMEA region. The appointment not only reinforces growing demand for ILM solutions for structured data in enterprise applications and databases, but is also part of the company's ongoing global expansion.

"We see enormous potential in the UK and across the entire EMEA region through our direct sales operations, our local channel partners, as well as our global, strategic OEM alliances with key partners such as EMC and Sybase," said Bruce Wilson, senior vice president of worldwide sales at OuterBay. "Doug has an outstanding track record on the international stage and will play a pivotal role in fuelling our commercial momentum and expanding our presence throughout EMEA."

Prior to joining OuterBay, Mr. Rich spent 10 years at VERITAS Software, which he helped grow to one of the world's top ten largest software companies. He was a founding member of VERITAS EMEA and built the VERITAS UK General Commercial Business unit which grew from zero to \$45 million in just two years. Mr. Rich has also held senior sales and sales management positions at OpenVision, Interleaf, and Text Systems.

OuterBay has had an established presence in the UK since 2002 when it acquired UK application data management specialist, BITbyBIT International. This latest management appointment is designed to build on the existing substantial foothold in the UK market and better serve the company's international installed base as well as securing new enterprise level customers.

"After experiencing the benefits of ILM enabled by OuterBay's Application Data Management Suite, we are extremely pleased to hear that OuterBay is expanding its offices in Europe," said Marcel Kuijs Director IT Europe of the Netherlands office of ArvinMeritor, an \$8 billion global supplier of integrated systems to the motor vehicle industry with offices in 25 countries. "Based on the quality of service and technology we have received from OuterBay, we are confident that the company will continue its success in this region."

The OuterBay Application Data Management (ADM) suite allows enterprises to effectively manage application data growth with ability to set and enforce data retention policies, and relocate or archive data to the most cost-effective storage class. By implementing best practices in ILM for databases and applications based on OuterBay, enterprises have benefited from application performance improvements of over 70 percent, reductions in production database size of up to 60 percent, reductions in upgrade outage windows of 42 percent, and annual storage cost savings in the millions of dollars.

## About OuterBay

OuterBay Technologies, Inc., a leading provider of information lifecycle management (ILM) solutions for applications and databases, help customers monitor, forecast and manage data growth in enterprise application environments. Setting the standard for information lifecycle management, OuterBay's ADM Suite allows users to move data between storage tiers based on its current value to the business, and maintain open access to archived data across applications, platforms and storage media. As a result, OuterBay both improves enterprise application performance and reduces total cost of ownership. OuterBay is headquartered in Cupertino, California, with offices in the United States, Europe, Asia and Australia. OuterBay has over 150 customers. For more information, contact OuterBay at [www.outerbay.com](http://www.outerbay.com).