

# Transam Microsystems becomes ADIC reseller - plans to consolidate tape plans around leading ADIC product line

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ADIC recognises consultancy expertise and sales track record of EMC Velocity partner

Winnersh, Berkshire and London – Advanced Digital Information Corporation (Nasdaq: ADIC), the leader in Intelligent Storage solutions for the open systems market, today announced that Transam Microsystems, a storage specialist reseller and consultancy focusing on the small and mid-range market, has been appointed as an ADIC authorised value-added reseller (AVAR). The company has chosen to focus its tape technology sales efforts on ADIC's tape storage products.

An EMC Velocity partner since 2002, Transam has a strong team of consultants and technical experts who advise small and medium sized organisations customers on a broad range of storage and archiving projects, from SAN design and business continuity to backup, recovery and email archiving.

Transam has shown strong sales for tape storage products across several brands, but has now decided to consolidate its sales efforts around ADIC's Scalar and FastStor product ranges.

"ADIC is the leading open systems tape library vendor, and its automated libraries are strong in both the midrange and enterprise sectors," explained Peter Dickinson, business development manager for Transam. "As a supplier to small and medium businesses, we are most interested in the way that ADIC has provided innovative platforms for this market, especially the company's Scalar 24 and Scalar 100 libraries and FastStor autoloaders. ADIC is also strongly committed to its channel partners and to ensuring joint success."

ADIC offers entry level libraries which are affordable, easy to install and risk free, giving users the convenience of automated backup. Their proven midrange libraries combine enterprise-class features with entry-level affordability. These products are easily upgradeable, offering simple capacity, throughput, and connectivity upgrade options as backup requirements change

"Transam has demonstrated that it has the consultancy skills, product knowledge and implementation expertise necessary to win customers' trust. At a time when data storage, security and protection are becoming strategic imperatives for businesses of all sizes, I am confident that Transam will deliver outstanding results for ADIC," said Christo Conidaris, regional director for ADIC.

## About Transam

Transam Microsystems Ltd, a London-based company, was established in 1978 and works closely with a number of leading vendors in the storage space in order to deliver and support complete storage solutions to all business sectors. The company has a nationwide scope with 25 employees providing consultancy, implementation, training and support services.

## 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-based backup and restore 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, OEMs and partnerships, including Apple, 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: Gartner Dataquest, Tape Automation Systems Market Shares, 2004, F. Yale, August 2005. ADIC is a registered trademark and Intelligent Storage is a trademark of Advanced Digital Information Corporation. All other trade or service marks mentioned in this document should be considered the property of their respective owners.

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