

Conte of Florence Stays at the Forefront of Fashion with State-of-the-Art Storage Solution from Nexsan

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Assureon provides the fashion statement that never goes out of style: increasing productivity and efficiency by 15-20 percent

Rome, Italy, 24 July, 2007 – Nexsan Technologies, the leader in secure and energy efficient storage solutions, today announced that its Assureon archive system has been selected by Italian fashion powerhouse Conte of Florence as the storage solution of choice to increase their operational efficiency and help them stay at the forefront of the global sportswear fashion industry.

The Italian leader in the production and sale of sportswear, crafted clothing and accessories, Conte of Florence has been a notable presence in the global fashion industry for over half a century. The fashion powerhouse turned to Nexsan's Assureon in order to protect their design and corporate information while improving operational efficiency and internal productivity.

Conte of Florence needed a secure storage system for their sportswear sales and inventory data, as well as all photographs from their publications and fashion catalogues. This information needs to be retrieved quickly and efficiently on a regular basis - often files can date back a year or even longer.

Nexsan's intelligent, secure Assureon archive system was exactly what the historic Florentine fashion house was looking for: an effective solution for long-term retention and management of large quantities of fixed-content information. Another advantage was the system's "single instance store" capability which eliminates having to save multiple copies of the same file. Instead Assureon's CAS (Content Addressable Storage) technology de-duplicates documents based on their CAS address and stores only one copy, resulting in less storage needed.

"What attracted Conte de Florence to the Assureon was how simply it can deliver secure protection and immediate access to archival information at a fraction of the cost of comparable solutions," said Gregg Pugmire, executive vice president of business development at Nexsan. "For example when one of their customers has an urgent query, Assureon gives them online access to historical data much faster than with traditional offline storage systems."

Stefano Graffeo, IT Manager for Conte of Florence, was indeed attracted by the "correct cost" pricing of Assureon, noting the striking balance that was reached between its high-performance, high-reliability features and the lower overall cost compared to the competition. "The cost-benefit ratio was clearly a deciding factor in choosing Nexsan's Assureon", asserted Graffeo.

Though traditionally hostile to alternative brands, Conte of Florence's technology partner, Webkornor, took a lead role in counseling them on the superior advantages of Nexsan. "We are thrilled to effectively resolve the challenges faced by Conte of Florence, to their fullest satisfaction, by recommending the implementation of archiving solutions from Nexsan Technologies", said Giuseppe Raugei, director of sales of Webkornor.

Conte of Florence foresees profound and specific benefits from the Assureon solution moving forward. One of the company's primary goals will continue to be managing their internal business operations as effectively and efficiently as possible. "The Nexsan solution allows the Conte of Florence staff to work better," explains Stefano Graffeo, "Thanks to Assureon, we fully expect to improve our efficiency and productivity internally by 15 – 20 percent."

The "bella figura" of increased productivity will certainly be a powerful fashion statement for Conte of Florence as they continue to design tomorrow's trends with both impeccable style and optimal efficiency.

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About Nexsan Technologies

Nexsan Technologies is the worldwide leader in secure and energy-efficient storage solutions. Nexsan delivers secure storage appliances and modular, high capacity disk storage systems for a broad range of applications including fixed content storage and archiving, compliance and litigation support, primary storage, disk-based backup, digital video security, medical imaging, email and rich media. With a complete line of storage solutions that offer exceptional price/performance, Nexsan is the choice of Fortune Global 500 companies, major governmental agencies, and leading organizations worldwide. For more information, please see the company's website at www.nexsan.com.

About Conte de Florence

Conte de Florence is one of Italy's leading sportswear brands. Over the years products bearing the Conte de Florence logo have been worn by more than 50 million people in over 20 countries: among them, sporting champions, heads of state and even Pope John Paul II. Since 1997 Romano Boretti and Conte of Florence have been the originators and main sponsors of the Ponte Vecchio Challenge, a golf tournament that takes place along the river Arno between the Ponte Vecchio and the Uffizi, a unique setting that makes it one of the most spectacular "golf courses" in the world. Conte de Florence is inspired by the Anglo-Florentine spirit of fair play, as well as by the city of Florence and by the symbol of the lily, both for its profound historical associations and as the inspiration for future collections. For more information visit www.conteofflorence.com.

About Webkornor

Working closely with some of the leading manufacturers in the market, WEBKORNER has a wealth of experience in large, distributed IT projects. It offers customers solutions that are tailor-made to their needs and advises them how to get the best in terms of technology, service and cost, while at the same time protecting their existing investments. For more information visit www.webkornor.it.

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