

Tandberg Data offers promotions to existing customers

Submitted by: KPR Global

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Free media for customers dealing with increased data volumes and discounts on onsite service for enhanced data protection

Oslo Norway, (02 February, 2009): Tandberg Data, the global supplier of data protection solutions, today announced three promotions for its tape and tape automation customers. The promotions, running from February 1st, 2009 until March 31st 2009, will provide customers who have run out of capacity and who upgrade or expand their tape solution, with free media, or provide a discount on on-site service and warranty upgrades*.

Upgrade

Faced with double digit annual data growth, many businesses are running out of capacity with their existing backup and archiving solutions. Tandberg Data customers who own a stand alone tape drive or a StorageLoader LTO will be offered 8 cartridges (7 data cartridges and 1 cleaning cartridge) free of charge when they upgrade and purchase a StorageLoader LTO-3 or LTO-4. In addition to a boost in capacity, the LTO-3 and LTO-4 drives will enhance performance and reduce backup and recovery times. Upgrading will protect customers existing investment as the StorageLoader LTO-3 will read LTO-1 and read/write LTO-2 media and StorageLoader LTO-4 will read LTO-2 media and read/write LTO-3 media.

Expand

Tandberg Data's StorageLibrary T24, T40 and T40+ offer capacity on demand (COD). Many users purchase the T24 with 12 slots and upgrade to the full 24 slots when required. T40(+) users start with 24 slots and can upgrade to 40 slots. In order to help customers who own a StorageLibrary T24, T40 or T40+ to meet challenging requirements, and who are using 12 and 24 slots respectively, Tandberg Data will offer a special capacity on demand (COD) upgrade promotion. Customers will receive 5 pieces of media, for one week of backups (1 cartridge a day rotation), free of charge with a COD upgrade from 12 to 24 slots on the StorageLibrary T24. T40 or T40+ customers, who upgrade from 24 to 40 slots, will receive 10 pieces of media, or two weeks of backups, free of charge.

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Protect

For customers who require higher levels of service to minimize downtime and its associated costs, Tandberg Data offers extended on-site service options. For Tandberg Data customers whose tape automation solution still meets requirements on performance and capacity, but whose warranty or on-site service contract has expired, Tandberg Data will offer 10% discount on onsite service upgrades and warranty extensions.

Pricing and Availability

All Tandberg Data solutions are available through its established channel of distribution and reseller partners.

The manufacturer suggested retail price (MSRP) of the StorageLoader LTO-3, including all the necessary accessories, including a barcode reader and Symantec Backup Exec QS is \$4000. The MSRP of the 12 to 24 slot upgrade for the StorageLibrary T24 is \$980. The MSRP of the 24 to 40 slot upgrade for the StorageLibrary T40 and T40+ is \$2799. Onsite service upgrades for Tandberg Data solutions start at \$400 per year.

*Terms and conditions apply. Promotions will run from February 1st, 2009 until March 31st, 2009. For further information, please visit <http://www.tandbergdata.com/emea/en/about-us/press-room/promotions/>

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About Tandberg Data

Tandberg Data is a leading global supplier of data protection technologies. Tandberg Data offers a complete range of tape libraries, tape autoloaders and tape drives (based on the LTO™, SLR™, and VXA® tape technology platforms), storage software, data media and disk-based storage such as the RDX® QuikStor™. These solutions are marketed exclusively through a channel of qualified resellers and distributors.

These solutions are underpinned by OEM agreements with major server manufacturers including IBM, Hitachi, Fujitsu, Fujitsu-Siemens, Apple, and Dell and supported by all major operating systems and storage software applications to operate in heterogeneous network environments. All solutions are designed to meet the growing storage requirements of small and medium-sized organisations with scalability, reliability, and backward compatibility features that ensure cost effective operation and long-term investment protection.

In addition to corporate offices in Oslo, Norway, TANDBERG DATA ASA has subsidiaries in the USA, France, Germany, the United Kingdom, Japan, and Singapore, as well as branch offices in Italy, and China (PRC) and Brazil. TANDBERG DATA ASA is a publicly held company based in Oslo, Norway and is traded on the Oslo Stock Exchange (ticker=TAD).

For further information, please visit <http://www.tandbergdata.com>

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