



BridgeSTOR Releases Deduplication ROI Calculator for Microsoft System Center Data

Deduplicating and Compressing Data Stored by DPM During Initial Replicas and When Establishing Recovery Points Is Found to Deliver Long-Term Savings

POWAY, Calif. – Jan 24, 2012) - [BridgeSTOR](#), LLC, redefining the cost per terabyte equation through a family of advanced data reduction products, today released its Deduplication ROI (Return on Investment) Calculator for Microsoft Data Protection Manager 2010 and 2012. The DPM ROI Calculator employs a pre-programmed Microsoft Excel workbook that enables storage managers to quickly and easily predict the storage cost savings made possible by installing a BridgeSTOR DPM Appliance or BridgeSTOR Dedupe Card for DPM.

The BridgeSTOR ROI Calculator asks you to enter some basic information about your DPM storage capacity and expected rate of growth in capacity, your cost of capacity and an estimate of your operating expenses (your estimated cost of power and cooling for DPM storage). Information to assist you in building the operating expense estimate is included as part of the Calculator.

The DPM ROI Calculator processes the data you supplied and develops a detailed five-year financial analysis of the costs that can be displaced by BridgeSTOR's deduplication and compression. You can then compare the savings information generated by the ROI Calculator against your anticipated BridgeSTOR deduplication product costs to make an informed decision about the net benefits of implementing advanced data reduction technology.

"Our customers are looking to Microsoft's DPM to protect their business-critical application data and they are looking to BridgeSTOR to supply deduplication and compression to manage DPM storage capacity," said John Matze, BridgeSTOR founder and CEO. "The DPM 2010 and 2012 ROI Calculator gives the storage manager insight into the business case for size-reducing DPM capacity to save both capital and operating dollars. BridgeSTOR's Advanced Data Reduction is the only technology that fits the missing pieces into the Microsoft DPM storage capacity puzzle."

The DPM 2010 and 2012 ROI Calculator is available now, at no charge and with no obligation, from the [BridgeSTOR website](#).

BridgeSTOR products are available through select channel partners and directly through the BridgeSTOR website. Please see www.bridgestor.com for more information.

About BridgeSTOR

BridgeSTOR, LLC is an Advanced Data Reduction company headquartered in Poway, CA, near San Diego. The company is extending the boundaries of data deduplication into virtual machine disaster recovery and archive, optimized virtual data transfer to the Cloud and the long term retention of deduplicated data on magnetic tape.

BridgeSTOR was founded in May 2010 by John Matze, a "serial entrepreneur" with highly-respected credentials in identifying and filling technology gaps in storage product portfolios. Led by a management team that enjoys more than 100 years of data protection and storage industry experience, BridgeSTOR is bringing innovative and high-demand disaster recovery, archive, data reduction and backup solutions to organizations of all sizes.

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