



Blogs:

- Rich Tehrani
- Tom Keating
- Greg Gallitzine
- Russell Shaw
- Wireless Mobility
- [Green Blog](#)
- Call Center/CRM

...more

- CHANNELS
- COMMUNITY SITES
- SERVICE PROVIDER
- ENTERPRISE
- DEVELOPER
- RESELLER
- GOVERNMENT
- CONSUMER
- About TMC
- TMCnet Services
- Advertise
- Blogs
- News Alerts
- Free eNews
- Events
- Publications
- White Papers
- Content Submission
- Content Submission
- Subscribe Today!

- Channels Home
- VoIP**
- ATCA
- Bandwidth Management
- Billing
- Broadband Telephony
- Business Phone System
- Call Center Recording
- Call Recording
- Click to Call
- Conference Call
- Contact Center Recording
- Enterprise VoIP
- Ethernet Extender
- Fax
- Fax Over IP
- HD Videoconferencing
- Headsets
- Hosted PBX
- Hosted VoIP
- IMS
- International Calling
- Internet Fax
- ...

[INTERNET TELEPHONY Conference & EXPO](#) East 2008 Begins in 15 Days, 05 Hours, 40 Minutes, 35 Seconds... [CES Coverage](#)

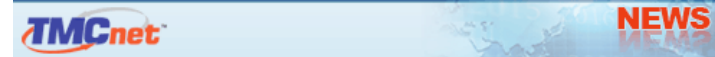
Home | SIP | IMS | CRM | Voip Services | Billing | Visual Voicemail | IPTV | Green Technology

Wireless | IP Telephony | IP Communications | Rich Media | Open Source PBX | Contact Center | Business Voip | Call Center

• What's New • Events • Publications • Forums • Web Events • White Papers

Get Local » [Latin America](#) [Europe](#) [Asia](#) [Middle East](#) [Australia](#)

digg this!
 E-mail to a Friend
 Order Reprints
 Print
 TrackBack
 Bookmark
 Free Magazines
 eNewsletters
 XML
 RSS/XML



[January 07, 2008]

ONStor Inc: ONStor virtualised file storage solution cuts operational costs by 80% for Silverpop; Leading Email Marketing Company Cites Scalability and Stability, Plus Space and Energy Savings as Benefits of ONStor Clustered NAS

(M2 PressWIRE Via Thomson Dialog NewsEdge)
 RDATE:07012008

ONStor Inc., the leading provider of scalable clustered NAS solutions for the enterprise, today announced that Silverpop, a leading provider of permission-based email marketing solutions, has chosen the ONStor Bobcat Series NAS Gateway solution for its two data centres. The ONStor product's scalability and stability plus significant space and energy savings, were cited by Silverpop as reasons for its choice of the ONStor solution. Silverpop's customers include Fossil, Siemen's, British Sky Broadcasting, Little Tikes and Houghton Mifflin.

"Non-stop content delivery is our business, so downtime is not an option. Power consumption is a concern, and space is a precious commodity," said Kevin Ahrens, director of production operations, Silverpop.

"We were attracted to the high availability of the Bobcat. The space-saving and consolidation abilities of the product have enabled us to use one-third of the floor space we were using before, plus cut our energy costs. The ONStor solution is very stable and has reduced our storage operational costs by 80 percent." The four ONStor Bobcats that were deployed are able to support twice the capacity across Silverpop's storage environment as its previous solution, while accommodating spikes in utilisation without disruption. Furthermore, ONStor's open NAS capability capitalises on Silverpop's existing storage rather than requiring the addition of new storage before the current investments in capacity run out. As Silverpop's storage needs grow, the company will be able to add storage to the ONStor environment from any of their preferred storage vendors, including ONStor.

"The beauty of ONStor has been the ability of the product to easily expand upon our existing storage. Adding capacity and managing it is very simple," said Ahrens.

"From the ONStor web console, virtual file servers can be created and moved very quickly, and we can bring them online or offline very fast. Adding and provisioning storage resources with the ONStor solution occurs via point-and-click, instead of the hard re-cabling and downtime required to deploy another NAS node using traditional file servers."

Prior to the ONStor implementation, Silverpop had multiple production

Search TMCnet

Type your search here

Advanced

Customize your TMCnet Experience (Beta)

Receive more news in your email

Please Input your Email

Featured White Papers

[XML](#)

[Break Free Leveraging SIP in developing enhanced applications](#)

[The SIP Contact Center Leveraging the SIP Architecture to build IP contact center solutions](#)

[View All White Papers](#)

Top Stories | [XML](#)

PCTEL Completes Sale of Mobility Solutions Group to Smith Micro

Going with a New Phone System Makes Sense

Socitm: CRM-Style Web Service 24, 46 Times Less Costly

New Motorola Z10 Delivers Filmmaking on the Fly

Microtune and Auvitek Team to Develop High-Performance Digital TV ...

Related VoIP News | [XML](#)

Department of Telecommunications in India Puts AT&T on Notice for Illegal Services

Hungarian Telephone and Cable Corp. and Subsidiaries Merge with Invitel

8x8 Announces Free Trial Program for Packet8 MobileTalk Application

Skype to Demonstrate Mobile Skype Experience at CES

Vonage Launches MyVonage Product Strategy



Your potential. Our passion.
Microsoft

Introducing the software-based VoIP solution from Microsoft.

VoIP AS YOU ARE.

LEARN MORE ▶

Gulf Hurricane Relief

Help Support

IP PBX	environments and needed to standardise technologies across its facilities. In addition, the company was doubling its storage capacity each time it implemented a new production environment and needed a solution that could support this level of scalability.
IP Phone System	
IP Phones	
IP Trunking	
IPTV	
Linux PBX	
Managed Services	
Open Source PBX	
PC to Phone	
Phone Systems	
Selecting VoIP Solutions	
SIP Server	
SIP Trunking	
Small Business VoIP	
SOA/Web Services	
Softswitch	
Telecom Cost Management	
Telecom Expense Management	
Triple Play	
Unified Communications	
Video Conferencing	
Voice Peering	
VoIP	
VoIP Call Recording	
VoIP Contact Center	
VoIP Developer	
VoIP Gateways	
VoIP PBX	
VoIP Phone	
VoIP Robustness Testing	
VoIP Test Solutions	
Wholesale VoIP	
CRM	
Billing	
Conference Call	
CRM Integration	
CRM Software	
Headsets	
Hosted Contact Center	
Hosted IVR	
Marketing Software	
Open Source CRM	
SIP Server	
Speech Technologies	
Telemarketing Software	
Workforce Management	
Workforce Optimization	
Call Center	
3rd Party Remote Call	

environments and needed to standardise technologies across its facilities. In addition, the company was doubling its storage capacity each time it implemented a new production environment and needed a solution that could support this level of scalability.

About Silverpop

Silverpop, a premier email service provider, supports the online relationship marketing needs of enterprise organisations by delivering the world's most comprehensive array of on-demand Web-based software solutions. Its software-as-a-service approach makes it easy and affordable for marketers to create, automate and execute lifecycle multi-channel marketing campaigns that are timely, relevant and measurable. Offering highly scalable tools supporting both high-volume BtoC marketing initiatives as well as high-involvement BtoB sales processes, Silverpop delivers a robust solution not available elsewhere in the marketplace.

With offices throughout the United States and in the United Kingdom, Silverpop is the only company that has appeared as one of the top two enterprise-oriented email service providers each of the last three years in JupiterResearch's annual evaluation. Silverpop provides online relationship marketing support to industry leading companies including Fossil, Siemen's, British Sky Broadcasting, Little Tikes, Houghton Mifflin and more. Best practices and white papers are available at www.silverpop.com.

About ONStor

ONStor drives down the cost of storage management by delivering scalable clustered NAS that saves enterprises 50 percent on total cost of ownership with systems that let customers start small and scale massively as their requirements grow. ONStor's award-winning Pantera Clustered NAS Systems and Bobcat NAS Gateways consolidate information from multiple Windows, UNIX and Linux devices into a single, highly scalable file storage environment. The open storage architecture allows existing assets to be leveraged, while integrated file server virtualisation enables resources to be redeployed quickly to accommodate changing needs. Proven at hundreds of enterprise customer sites, ONStor delivers the cost-effective approach to scalable storage. More information about ONStor can be found at www.onstor.com.

Copyright 2007 ONStor, Inc. All rights reserved. ONStor, the ONStor logo, Pantera, ONStor Bobcat, EverON, AutoGrow, PSQuota, Data Snap, Data Restore, STOR-FS, are trademarks of ONStor, Inc. in the U.S. and other countries. All other marks and trademarks may be the property of their respective owners. Information regarding products, services and offerings may be superseded by subsequent documents and are subject to change without notice. For the latest information and specifications regarding ONStor, Inc. and any of its offerings or services, please contact your local sales office or the corporate headquarters.

Katherine Maddison, Account Assistant, Spreckley Partners Ltd 214 Great Portland Street London W1W 5QN

SpreckleyPartnersLimited
RegisteredOffice:221ShoreditchHighStreet,LondonE16PP
RegisteredinEnglandno.1712961

CONTACT: Richard Merrin, Spreckley Partners Limited
Tel: +44 (0)20 7388 9988

help Support
Health Clinics
Providing
Critical Aid to
Evacuees.

Public Service Ads
by Google



Monitoring Katherine Maddison, Account Assistant, Spreckley Partners Ltd
 Billing Tel: +44 (0)20 7388 9988
 Call Center Furniture Fax: +44 (0)20 7388 8588
 Call Center Jobs e-mail: maddison@spreckley.co.uk
 WWW: <http://www.spreckley.co.uk>

Call Center Outsourcing ((M2 Communications Ltd disclaims all liability for information provided within M2 PressWIRE. Data supplied by named party/parties.
 Call Center Recording Further information on M2 PressWIRE can be obtained at
 Call Center Scheduling <http://www.presswire.net> on the world wide web. Inquiries to
 Call Center Software info@m2.com)).
 Call Center Training Copyright 2008 M2 Communications Ltd.

[[Back To TMCnet.com's Homepage](#)]



Discussions:

Be the first to post a comment on this page!

By
TMCnet

+ Add to the Discussion

Also on TMCnet



Video: Market Movers: 3Com; H&R Block; Lockheed Martin; Qualcomm; Boeing; Michigan College

Report: 3Com Takeover probe may be extended; Former H&R Block CEO gets \$2.55 million severance; Lockheed Martin wins Pakistan F-16 order; Judge bars Qualcomm from selling new chips; Boeing wins US Air Force C-17 contract; Michigan College has 33rd Annual List of Overused, Misused, Useless Words



Video: Citigroup; Semiconductor Stocks Cut; Centro; PHH Buyout Plan

Analysts: Citigroup may face \$12 billion writedown; Semiconductor Stocks cut at Bank of America; Mall owner Centro puts itself up for sale; PHH scraps planned merger with GE, Blackstone as lenders balk;



Video: Analyst Actions: Sanford on Financials, BoA on Semiconductors

Sanford Bernstein Says Citigroup May Face \$12 Billion Writedown, Bank of America and JPMorgan Chase Also to Face More Writedowns; Semiconductor Stocks Cut at Bank of America - ADM, National Semiconductor, and LSI Cut From "Neutral" to "Sell", Intel Analog Devices, Semtech, Texas Instruments, and Power Integrations Cut From "Buy" to "Neutral"


Subscribe Free to TMC's Magazines | Grow your Business with TMCnet's Free Webinars | Get the latest News delivered to your Inbox



Communities

- Business VoIP **Announcing the 10th Annual Product of the Year Award Winners Presented by INTERNET TELEPHONY Magazine**
- Contact Center **Unified Communications magazine Presents its 1st Annual Product of the Year Award**
- Green Technology World **Top 50 Teleservices Agencies Rankings Deadline Extended**
- IP Communications **15th Annual MVP Quality Award Deadline Extended**
- Open Source PBX **Winners of the 2007 Product of the Year Award Announced by Customer Interaction Solutions Magazine**
- Rich Media **SimulScribe, TMCnet Join Forces to Launch Visual Voicemail Community Web Resource**
- VoIP Services **TMC Announces Conference Program for Call Center 2.0 Conference**
- Other TMCnet Sites** **TMC Announces Comprehensive Conference Program for INTERNET TELEPHONY Conference & EXPO East 2008**
- Alternative Power **TMC's Unified Communications Magazine Launches Microsoft UC News Site**
- Biometritech **Bryan Thirkield Joins TMC's INTERNET TELEPHONY**
- Communications Solutions **TMC Names Best of Show Winners from INTERNET TELEPHONY Conference & EXPO West**
- Consumer Electronics **Jaime Hernaez Joins TMC's UC and IMS Publications**
- Disaster Planning **IT Expo Car Raffle Winner**
- Planet PDA **2007 INTERNET TELEPHONY Excellence Award Winners Announced**
- Wifi Revolution

Sponsored Links



Latest Stock Information

1 Month

17th INTERNET TELEPHONY Conference & EXPO East
 January 23-25, 2008 — Miami Beach Convention Center
 Miami Beach, FL • <http://www.itexpo.com>

Featuring Collocated Call Center 2.0 Conference - East
<http://www.callcenter20.com>

18th INTERNET TELEPHONY Conference & EXPO West
 September 9-12, 2008 — Los Angeles Convention Center
 Los Angeles, CA • <http://www.itexpo.com>

Featuring Collocated Call Center 2.0 Conference - West
<http://www.callcenter20.com>

Log In

<p>TMC's Customized Keymail Alert and RSS Service XML Usage Instructions</p> <p>To receive daily e-mail alerts and RSS URLs of stories posted on TMCnet.com, please enter keyword terms to match and your e-mail address.</p> <div style="background-color: black; color: yellow; padding: 2px; text-align: center; font-weight: bold;">Popular Keywords: IP PBX</div> <p>Keyword 1: <input style="width: 100%;" type="text"/></p> <p>Keyword 2: <input style="width: 100%;" type="text"/></p> <p>Keyword 3: <input style="width: 100%;" type="text"/></p> <p>E-mail Address: <input style="width: 100%;" type="text"/></p> <p style="text-align: center;"><input type="button" value="Submit"/></p>	<p>Search terms are case-insensitive.</p> <p>Enclose in double-quotes for exact phrase match.</p> <p>No password necessary!</p>
--	--

1. Data Love
2. ExxonMobil Agrees to Disclose Soft Money Political Contributions
3. Hackers Deface U.N. Web Site, Leave Political Message
4. Politics & Law: PM Dung to Leave Hanoi for Jakarta
5. Real-world politics enter World of Warcraft
6. Wipro Becomes Tensilica Processor Core Design Center Partner
7. AMD Introduces Enterprise Stream Processor
8. Transport Intelligence Ltd: Ti Logistics Briefing & News: Political storm embroils TNT over computer disk loss
9. PLUTO CRACK SOME BONES FOR THEIR MUSIC
10. Comsys Rolls out ComMAX Mobile WiMAX Baseband Processor

Latest TMCnet Headlines

1. Jewett-Cameron Reports First Quarter Results in Line With Expectation and Showing Year Over Year Increase in Earnings
2. Obama, Huckabee, Clinton, Rockefeller and Romney Support Coal-to-Liquid Fuel
3. Golden Globes Reduced to News Conference
4. AP U.S. NewsBrief at 5:29 a.m. EST
5. Gov't to cut trademark, patent fees+

Latest Company News

1. Skype
2. Vonage
3. Linksys
4. Sprint North Supply
5. NICE Systems
6. IP Multimedia Subsystem
7. Siemens
8. Verizon
9. Hewlett-Packard
10. Nokia
11. Telefonos de Mexico
12. Avaya
13. Alcatel-Lucent
14. Microsoft
15. Google
16. Motorola
17. Comcast
18. FCC
19. Spatializer Audio Labs
20. AT&T

Subscribe **FREE** to all of TMC's monthly magazines. Click [here](#) now.



The Authority on

[3rd Party Remote Call Monitoring](#), [ATCA](#), [Bandwidth Management](#), [Billing](#), [Broadband Telephony](#), [Business Phone System](#), [Call Center Furniture](#), [Call Center Jobs](#), [Call Center Outsourcing](#), [Call Center Recording](#), [Call Center Scheduling](#), [Call Center Software](#), [Call Center Training](#), [Call Recording](#), [Click to Call](#), [Conference Call](#), [Conference Phones](#), [Contact Center Recording](#), [Contact Center Services](#), [CRM Integration](#), [CRM Software](#), [Customer Care](#), [Dialer](#), [Enterprise VoIP](#), [Ethernet Extender](#), [Fax](#), [Fax Over IP](#), [HD Videoconferencing](#), [Headsets](#), [Hosted Call Center](#), [Hosted Call Center](#), [Hosted IVR](#), [Hosted PBX](#), [Hosted VoIP](#), [IMS](#), [International Calling](#), [Internet Fax](#), [IP PBX](#), [IP Phone System](#), [IP Phones](#), [IP Trunking](#), [IPTV](#), [IVR](#), [Linux PBX](#), [Managed Services](#), [Marketing Software](#), [Mobile Management](#), [Open Source CRM](#), [Open Source PBX](#), [PC to Phone](#), [Phone Systems](#), [Predictive Dialer](#), [Quality Monitoring](#), [Selecting VoIP Solutions](#), [SIP Server](#), [SIP Trunking](#), [Small Business VoIP](#), [SOA/Web Services](#), [Softswitch](#), [Speech Recognition and Text to Speech](#), [Speech Technologies](#), [Telecom Cost Management](#), [Telecom Expense Management](#), [Telemarketing Software](#), [Triple Play](#), [Unified Communications](#), [Video Conferencing](#), [Virtual Contact Center](#), [Voice Broadcast](#), [Voice Peering](#), [VoIP](#), [VoIP Call Recording](#), [VoIP Contact Center](#), [VoIP Developer](#), [VoIP Gateways](#), [VoIP PBX](#), [VoIP Phone](#), [VoIP Robustness Testing](#), [VoIP Test Solutions](#), [Wholesale VoIP](#), [Workforce Management](#), [Workforce Optimization](#)

Technology Marketing Corporation,
 One Technology Plaza, Norwalk, CT 06854 USA
 Ph: 800-243-6002, 203-852-6800; Fx: 203-853-2845
 General comments: tmc@tmcnet.com. Comments about this site: webmaster@tmcnet.com.
[About](#) [Contact](#)
 Technology Marketing Corp. 1997-2008 [Copyright](#). [Privacy Policy](#) [Sitemap](#)