



**72 PERCENT OF PIVOT3® UK SURVEY RESPONDENTS IDENTIFY SERVER  
VIRTUALIZATION AS A TOP PRIORITY FOR VIDEO SURVEILLANCE ENVIRONMENTS**

**London, UK.** – 30<sup>th</sup> April 2009 – Pivot3®, Inc, the market leader in High-Definition Storage™, today unveiled the findings of a survey of 100 UK IT decision-makers carried out in February by market research company Vanson Bourne. The poll asked whether saving costs through server consolidation was one of their top three priorities for 2009. The results were overwhelming, with 72 percent of respondents involved in video surveillance agreeing to the priority alignment. Interestingly, the positive results for IT departments involved in video surveillance were higher than the results for IT environments not involved in video surveillance, where 60 percent of respondents ticked the box.

Server consolidation has been one of the most quickly adopted technologies because of the immediate cost savings it enables; reducing the number of physical servers results in lower acquisition costs, reduced power and cooling budgets, as well as optimized rack space.

“While server consolidation has become mainstream in datacentres IT environments, it has been more difficult to apply it in video surveillance solutions, because video taxes server CPUs and I/O bandwidth,” said Lee Caswell, founder and CMO at Pivot3. “The latent demand for the technology in video surveillance applications is extremely high, because of the large and growing server and storage requirements being deployed to support more cameras, higher-resolution cameras, and longer video-retention times. Pivot3 Serverless Computing™, the first and only storage solution to consolidate server applications onto an IP SAN platform, is ideally positioned to meet this widespread need.”

“Server virtualization is an essential tool for video surveillance environments because of its direct impact on the ease of infrastructure management and on companies’ bottom lines,” said Dilip Sarangan, industry analyst with Frost & Sullivan. “It has the potential to save end-users

millions of dollars in redundant hardware, which in turn reduces total cost of ownership and increases ROI in video security systems.”

Pivot3 Serverless Computing integrates server and storage virtualization technologies to eliminate physical servers for most applications that store data, by absorbing compute-intensive workloads traditionally performed using standalone application servers, into Pivot3’s x86-based storage appliances. This technology is therefore appealing to large-scale organisations in any market where power efficiency plays a major role in new product decision-making. For example, in the current video surveillance market, a typical Serverless Computing user with 500 cameras will eliminate 15 physical servers and five physical external failover storage chassis, realising savings of 44 percent in power and cooling costs, 51 percent in rack-space usage and 22 percent in other cost savings.

### **About Pivot3**

Pivot3 is the fastest-growing surveillance storage company, with its award-winning products widely deployed in the gaming, homeland security, public safety, education and transportation markets. The company’s innovative and patent-pending RAIGE® architecture offers advanced availability, massive bandwidth for video applications, large scaling of capacity, and an intuitive interface for ease of use. The Pivot3 core product lines are High-Definition Storage™, a clustered iSCSI SAN, and Serverless Computing™, the industry’s first combined NVR/SAN product, which consolidates NVR servers into the High-Definition Storage IP SAN platform for real savings of cost, power and cooling. To learn more about Pivot3, visit [www.pivot3.com](http://www.pivot3.com).

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