



Fifth Storage Focus Event Announced

Storage Distributor Hammer Launches Channel-Focussed Storage Event

Basingstoke, 3rd August 2011: Storage Focus, Hammer's celebrated channel-focussed storage event, has successfully bridged the gap between vendor and reseller with a unique combination of conferencing, exhibition and networking since its launch in 2007. The dedicated storage distributor has now launched its fifth event, taking place on 22nd and 23rd September 2011.

The event, being held at Hinckley Island hotel and Mallory Park race circuit, near Coventry, Leicestershire, is aimed at VARs and integrators looking to increase their storage revenues. It is designed as a forum where leading storage vendors along with storage resellers and integrators will convene with a shared goal of understanding market forces, increasing business levels, and delivering end user satisfaction. There are complimentary places available for those involved in the strategic development of their company's storage business, and registration is open now at www.storage-focus.com

Headline sponsors Intel, Dell, Seagate, DotHill and QLogic will lead the seminars, covering topics such as how to define the right Cloud model for customers, the trends and insights of virtualisation, converged datacentres, drives selection and application, alongside channel media expert IT Europa discussing the IT spend of the future, and an insight into value-added distribution from Hammer.

The exhibition and demo zone will be host to over 25 leading storage vendors and will afford ample opportunity for resellers to discuss with them products and technologies, roadmaps and specific end user opportunities, plus experience live demonstrations. This will be followed by further networking, with a drinks reception, gala dinner and evening entertainment.

Furthermore, delegates and vendors alike can try their hand at the adrenaline-fuelled Mallory Park Ultimate Driving Day: getting behind the wheel of a Ferrari, Mini, V8, Lotus, Single Seater, Skid Car, Quad Bike and Honda Pilot.

James Ward, managing director of Hammer, said: "Storage Focus has never failed to provide the ultimate unbiased view of the storage industry, for resellers and vendors alike to increase their storage opportunities in an unbiased environment. We are proud to host this event every year and we are therefore thrilled to announce the launch of the fifth event on this, Hammer's 20th anniversary year, and to continue to provide a comprehensive view of the marketplace."