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FOR IMMEDIATE RELEASE

Bycast & ESG to Discuss “Cloud Storage Trends and Traction” in Upcoming Webinar Event

February 12, 2010 – ITO America will host the webinar “Cloud Storage Trend and Traction,” on Thursday, March 18th 1pm EDT. Dean Neumann, Director of Product Marketing, Bycast Corporation, and Terri McClure, Senior Analyst ESG, will participate in the live interactive session that will focus on public and private cloud storage adoption.

When: Thursday, March 18, 2010 1:00 PM - 1:45 PM EDT

Host: ITO America

Title: Cloud Storage Trends and Traction

Participants: Dean Neumann, Director Product Marketing, Bycast & Terri McClure, Senior Analyst, ESG

Abstract: Cloud storage holds tremendous promise as a way to reduce the overall cost of doing business by eliminating up front and ongoing investments in infrastructure, floor space, power, cooling and management overhead. Despite the poor economic environment in 2009 and overall promise of cost reductions, enterprise users did not flock to adopt public cloud storage last year, and a significant amount of enterprise interest shifted to examining the viability of building private storage clouds. This presentation will discuss public and private cloud storage adoption drivers, inhibitors, and ESG’s expectations for both in 2010.

Registration: <https://www2.gotomeeting.com/register/902408139>

For more information, please visit www.itoamerica.com or e-mail Paige Hogan at paige.hogan@cdmmedia.com

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