



NEWS RELEASE

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Cranel Imaging Chooses ProStor InfiniVault for Enterprise Content Management Market

Boulder, CO – July 27, 2009 – [ProStor Systems](#), the leader in enterprise-class removable disk storage systems for data backup and retention management, announced [Cranel Imaging](#) selected ProStor InfiniVault as its integrated storage system for document management archiving and long term data retention. This move enables Cranel to continue providing its channel partners with the best in technology, support, service, and overall ROI.

Cranel Imaging strategically aligns IT investments with the business goals sought by its VAR customers. "Cranel Imaging is the nation's leading value-added distributor (VAD) of Enterprise Content Management (ECM) products and services, and has a long history with archival storage technologies," said Chad Stigall, a product marketing manager with Cranel Imaging. "We chose ProStor InfiniVault® after significant due diligence to find an integrated system that addressed our customers' unique requirements for data retention and archiving." ProStor InfiniVault systems are now an integral part of Cranel Imaging's data storage infrastructure and digital document-management options. To date, the success of the ProStor InfiniVault surpasses Cranel Imaging's expectation, and our partners are continuing to add ProStor InfiniVault to their solutions."

"Our customers are content-management resellers, and their need to meet data retention and archiving regulations have been met by ProStor InfiniVault quite nicely," added Stigall. "Most of our resellers sell into the SMB space, so ProStor InfiniVault is ideal for their buyers' compliance requirements."

"Cranel Imaging is an outstanding value-added distributor providing market, product, and services capabilities to their system integration and reseller partners," noted Buzz Walker, vice president of marketing and product management for ProStor Systems. "Their growing market traction in the ECM landscape validates the applicability of ProStor InfiniVault into any market application requiring a fully integrated, low-cost, and low-power data archiving and retention management solution."

ProStor InfiniVault automates business rules associated with corporate policies, government regulations, and legal requirements regarding data retention and management, authenticity, accessibility, and confidentiality. A user may customize its implementation to meet their company's exact [business rules and legal compliance needs](#), from eDiscovery support to encryption of removable media.

With today's businesses facing the issue of "doing more with less," [ProStor InfiniVault](#) delivers a data archive and retention management storage system that provides a low-cost and low-power alternative to tape, optical, or disk. Data management, active archiving, backup optimization, regulatory compliance, disaster recovery, legal and DICOM storage, tiered storage, and tape reduction are all simplified by integrating online network disk, removable [RDX®](#) disks and

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information management software into one solution. ProStor InfiniVault is sold exclusively through the value-added reseller channel. ProStor Systems' growing family of technology partnerships and reseller alliances has proven the company's reputation as a reliable and cost-effective storage resource for top IT solution providers.

Another important part of Cranel Imaging's success with ProStor InfiniVault is the two companies' abilities to combine their core technology competencies in the product lifecycle. "As a company, Cranel Imaging is very focused on service, and the product lifecycle is a large part of what we position to our reseller base," concluded Stigall. "Now with ProStor InfiniVault, it's been a great fit and a very openly accepted technology into our market – a win-win for all."

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About ProStor Systems

ProStor Systems provides industry-leading solutions for the cost-effective, long-term storage of digital information. ProStor's RDX[®] removable disk technology is sold by leading server manufacturers Dell, HP, IBM, and others who combined have shipped over 70 petabytes to 150,000 customers worldwide. ProStor InfiniVault[®] is the most cost-effective storage system for the long-term retention of data and images. ProStor InfiniVault integrates information management software, online disk, and RDX removable disk to simplify retention management while automating disaster protection and regulatory compliance. This intelligent storage system is replacing optical, tape, and disk in healthcare, document imaging, financial services, digital video archive, service provider, and government markets.

For more information about ProStor Systems, visit <http://www.prostorsystems.com> or contact the company at info@prostorsystems.com or 303-565-3100. Visit <http://www.rdxstorage.com> to learn more about RDX removable disk technology.

About Cranel Imaging

Founded in 1985, Cranel Imaging is the nation's leading value-added distributor (VAD) of ECM products and services. Cranel Imaging prides itself on being a VAR advocate, helping customers succeed by providing innovative ideas, expert customer support, full-scale e-commerce and viable business solutions. Cranel Imaging helps VARs meet virtually any ECM, duplication and storage need.

Cranel Imaging offers broad and deep inventories of products and supplies from industry leading supply chain partners, including document scanners from BÖWE BELL + HOWELL, Fujitsu, Kodak, Canon, Panasonic, Visioneer, Xerox and Panini, archival storage from ProStor Systems, and CD/DVD/BD on demand publishing and duplication from Rimage.

For more information, visit <http://www.cranelimaging.com> or call 614.431.8000.

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