



NEWS RELEASE  
FOR IMMEDIATE RELEASE

**AGENCY CONTACT:**

Kirsten Chapman  
KC Associates, LLC  
763.449.0444  
[Kirsten@kc-associates.com](mailto:Kirsten@kc-associates.com)

**Digitiliti Solution Dramatically Cuts Storage and Archiving Costs  
for Leader in Pharmaceutical Care Industry**

*The company's Universal Archive Platform provides strong results with expected cost savings in excess of \$200,000.*

ST. PAUL, Minn., Aug. 16, 2011—Digitiliti, Inc. (OTC: DIGI), a technology pioneer in information archiving software for unstructured data, today announced that a prominent pharmaceutical care solution provider recently signed an agreement to implement Digitiliti's Universal Archive Platform for organizing, storing and accessing unstructured data throughout their company, as well as for regulatory compliance and to provide eSearch capabilities.

The recent deployment of Digitiliti's Universal Archive Platform, implemented together with Digitiliti's DigiBAK™ product, now gives this pharmaceutical care solution provider quick access to and recovery of all their structured and unstructured data across the enterprise from multiple sites. With this full implementation of Digitiliti's platform, the company is expected to experience \$200,000 in cost savings by reducing overall storage requirements, reducing tape storage, consolidating servers and reducing the number of point solutions needed.

"After extensive research into various solutions, we found that Digitiliti's platform was the best way to get data control, cost reduction and infrastructure reduction," explained Todd R., senior systems administrator. "We've been able to reduce our data management volumes by nearly 75 percent with the global de-duplication and compression capabilities."

To control cost while maintaining around-the-clock data availability, enterprises are leveraging intelligent, flexible, virtualized archive platforms to build efficient, cost-effective eDiscovery and disaster-recovery infrastructures. The full installation captures all sources of unstructured and structured data, from desktops, servers and the Microsoft Exchange server.

This customer is anticipating thousands of users processing data into Digitiliti's Universal Archive Platform. In addition, the information management capacity across the enterprise will include the integration and consolidation of regional and remote office file servers, as well as deployment of user-level information and archive management.

"Digitiliti's Universal Archive Platform is about simplicity, robustness and solving compliance challenges around unstructured data," said Digitiliti President and CEO [Jack B. Scheetz](#). "This makes it attractive for enterprises of all sizes. In fact, the majority of our customers use our platform for data access, protection and recovery. This project provides further proof of the scalability of our solution."

Because of Digitiliti's Universal Archive Platform's ease of use and cost savings, the customer is migrating other critical data into the platform at multiple locations, gaining the ability to "see" all of the company's files as if they were in a database. They are implementing the product's full capabilities to protect, control, and monitor user-created content to improve customer satisfaction, [data security and business continuity](#). "Digitiliti's Universal Archive Platform gives us the tools to streamline our data archiving and develop comprehensive management policies that help control our data growth and control COSTS," said Todd R., senior systems administrator.

Commenting on the early results of the implementation, Digitiliti's Technologist Rodd Johnson said, "We developed the Universal Archive Platform to give customers a unique solution to what they've really been struggling with—how to store their unmanageable unstructured data in one repository and be able to easily access any of it from a single interface without having to know where it's stored."

Digitiliti's is the world's first and only universal way to archive information in a single architecture for organizing, storing, and accessing diverse and massive amounts of data residing in content located throughout an organization. The platform is comprised of data storage, active archiving, information life cycle management and policy-based control of data.

### **About Digitiliti, Inc.**

Digitiliti develops and sells innovative archive management software that addresses the cost, complexity, and compliance issues associated with controlling and utilizing unstructured data. The company's products and services are easy to use and implement, cost-effective and deliver

the right information needed for more informed, fiscally responsible business decisions. Digitiliti services include DigiBAK™, a complete offsite data protection/disaster-recovery solution, and its unique Universal Archive Platform that allows customers to extract and use the valuable business knowledge hidden in their unstructured content. Digitiliti markets and sells its software solely through its worldwide network of channel partners.

For more information, visit: [www.digitiliti.com](http://www.digitiliti.com).

###