

Business Summary

3PAR® (NYSE: PAR) is the leading global provider of utility storage, a category of highly virtualized, tightly clustered, and dynamically tiered storage arrays built for utility computing, which is used by organizations to build cost-effective virtualized IT infrastructures for flexible workload consolidation. 3PAR Utility Storage gives customers an alternative to traditional arrays by delivering resilient infrastructure with increased agility at a lower total cost to meet rapidly changing business needs. As a pioneer of green, thin technologies developed to address storage underutilization and inefficiencies, 3PAR offers products designed to minimize power consumption and promote environmental responsibility. 3PAR is the first storage vendor to commercially ship arrays that incorporate thin technologies into the system hardware to enable increased capacity utilization while maintaining high service levels. This makes 3PAR InServ® Storage Servers with Thin Built In™ ideal for cloud and self-service computing models.

Emergence of Utility Computing and Utility Storage—Technology Differentiation

In May 1999, 3PAR recognized the emergence of a new IT architectural approach called utility computing. Today, utility computing enables IT organizations to deliver software and hardware as a service through server and storage virtualization. It is a platform for the delivery of enterprise IT as a utility service, cloud computing over the Web, and a new generation of Service-Oriented Architecture (SOA)-based applications. 3PAR Utility Storage was developed to serve as the storage foundation of utility computing, and is designed to work together with server virtualization technologies to create a complete utility computing environment. 3PAR's highly-virtualized, utility-based approach to storage gives datacenters and IT organizations an alternative to traditional monolithic arrays.

3PAR Utility Storage Products and Services

- **3PAR InSpire® Architecture**—fully interconnected mesh storage architecture and high-bandwidth, low-latency backplane to unify cost-effective, modular, and upgradeable components into a highly available, autonomously load-balanced cluster.
- **3PAR InServ® Storage Servers with Thin Built In™**—3PAR's highly virtualized, tightly clustered, and dynamically tiered storage arrays with integrated fat-to-thin processing.
- **3PAR InForm® Suite**—part of a functionality-rich software suite that includes storage virtualization, rapid volume provisioning, volume security, LDAP support, and flexible volume cloning.
- **3PAR InForm® Operating System**—delivers virtualization of all internal array resources and complete system management with rich logical/physical instrumentation.
- **3PAR Customer Services**—centralized support and remote assistance available 24x7, 365 days a year.

Thin Technologies

In 2008, 3PAR became the first storage vendor to commercially ship arrays that incorporate efficient, silicon-based thin technologies into system hardware. 3PAR's pioneering Thin Built In architecture, thin provisioning software, and related thin copy applications were developed to address the problem of underutilization by improving storage system efficiency and optimizing capacity utilization system-wide. By reducing capacity, energy, and floor space requirements, thin technologies from 3PAR also help lessen the environmental impact of storage.

Customers

3PAR's customers are primarily organizations for whom serving information is mission-critical, including external service providers (for example, hosting and Software as a Service companies) and internal service bureaus (for example, IT organizations within enterprises and government agencies). Our target customers include medium to large-size enterprises, business-oriented service providers, consumer-oriented Internet/Web 2.0 companies, and government entities in the United States, Europe, Japan, and Asia Pacific.

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