October 2012

Partner Newsletter

Hello {{lead.First Name:default=Sir/Madam}},

Welcome to the new partner specific newsletter! We're excited to launch this quarterly newsletter that has specific content for our partners! You will no longer receive the end-user newsletter and instead have content catered to you!

Now's a great time to influence our 2013 Marketing Calendar. We have an open survey to provide you an easy to way to provide feedback or you can email me directly. Looking forward to working with you all soon!

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New Training Webinar Series

We kicked off a new training webinar series in October intended to help you make your business more successful using APTARE products. We'll offer these webinars on Tuesdays and Thursdays and stagger the times to give you the best opportunity to attend the training real-time and we'll record it in case you cannot make it. These recordings will be made available the following week on the partner portal. If you missed our October webinar, **Storage Economics, Are your Ex's Costing you too Much?,** you can see it on the partner portal.

The next training is for Storage Console 8, Feature Pack 4. Register today!

- Tuesday, November 13 at 1PM PDT
- Thursday, November 15 at 7AM PDT

APTARE Cue Card

Ever wonder how to get the conversation started when trying to determine if a customer could benefit from APTARE? We've designed an Efficiency Cue Card to help you navigate the kinds of questions you can use to get to the core of customer problems. Download this new asset today!

Have you logged into the partner portal lately?

Quick Info

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Come visit us!

Powering the Cloud
October 30-31, 2012
Stand 63
Frankfurt, Germany
Speaking: Nigel Houghton on Generating ROI from Storage Efficiency through reporting and analytics

Hitachi Information Forum
November 7, 2012
Sao Paulo, Brazil

In the News
Sept 20 - APTARE Announces New Channel Programme and New Director of Strategic Alliances

Sept 19 - APTARE Announces New Director of Strategic Alliances for Global Markets

July 17 - APTARE StorageConsole Expands Support for Industry-Leading Storage Platforms

If you have visited the Partner Portal lately, you may have noticed some updates! Content has been updated and there's more content coming including new case studies, white papers, and multimedia education. Make sure you come by often! Haven't signed up yet? You can self-register if you're an existing partner but email us if it doesn't work for you.

Browse the Report Library

APTARE has made public the Report Library. You may have seen this when APTARE folks run demos for customers or during a ProLaunch consulting session. This is a great tool for when you are running demos with your customers as a great support for the demo itself. Our own salesforce have this tab open next to the software demo tab and they go back and forth during the demo. In the coming months, you'll see more detail from us about how you can use these reports effectively!

Storage Economics:

Are you spending more than you need to on your CAPEX and OPEX

Data storage for enterprise organizations may be getting cheaper to buy, but owning and maintaining data storage is not. Data is growing at an average of more than 30 percent a year and the operational expense of managing the necessary storage accounts for an increasingly significant portion of IT budgets. And the problem is only going to get bigger as your multi-vendor environment grows. This video addresses how you can use APTARE solutions to quickly identify unused storage that can be reclaimed or storage that can be retiered for better economics.

Video image