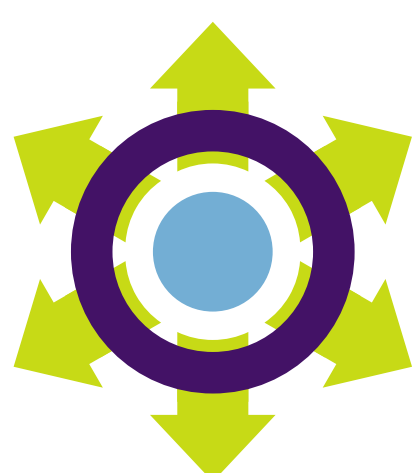


Top 3 Reasons To Join SNIA®



INFLUENCE

- ✓ Influence technologies important to the marketplace
- ✓ Showcase storage expertise
- ✓ Amplify your company's reputation
- ✓ Gain insight into emerging technologies

COLLABORATE

- ✓ Develop relationships with key industry experts
- ✓ Participate in multi-vendor interoperability activities
- ✓ Engage in open standards development



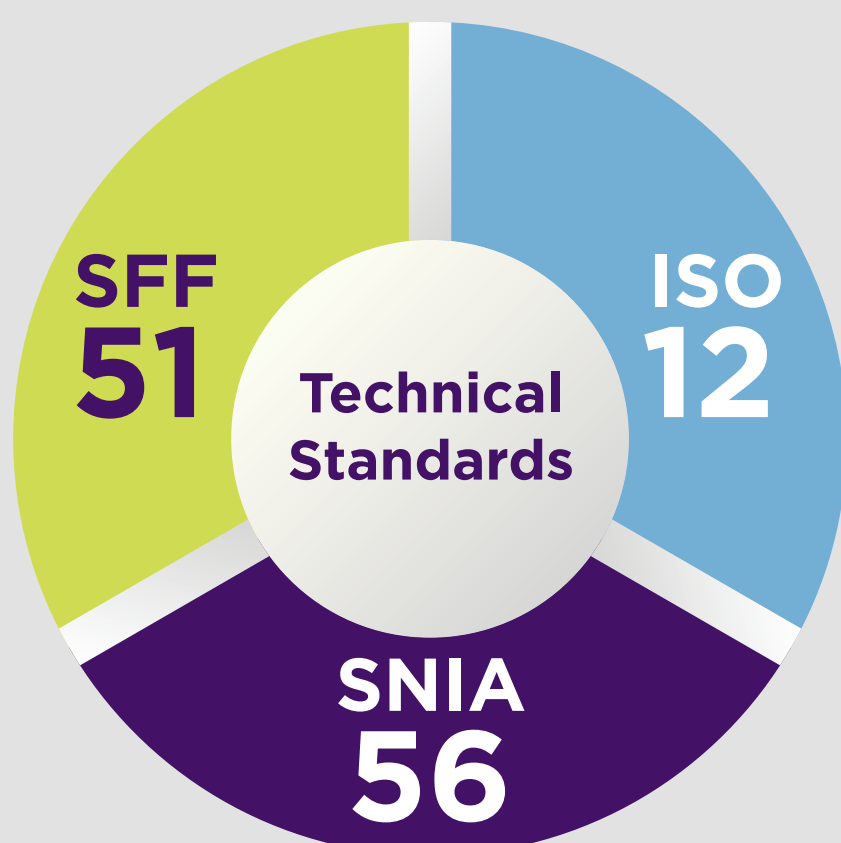
LEAD THE INDUSTRY

- ✓ Drive standards development and adoption
- ✓ Align strategic business objectives with industry trends
- ✓ Demonstrate thought leadership through education

SNIA Technical Standards

20+
years

of developing and promoting standards in digital storage and information management.



What SNIA Members Say

"SNIA is the organization for vendor-neutral storage advancements in the Industry."

"To be a leading storage vendor, we need to be a leader in SNIA."

"SNIA helps us pave the way for new technology, benefiting our company and the industry."

"SNIA gives us a voice in the storage industry."

"SNIA helps my company build brand and thought leadership."

SNIA-at-a-Glance



180
industry leading organizations



2,500
active contributing members



50,000
IT end users & storage pros worldwide

Learn more: www.snia.org

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