

For Immediate Release

SVA Software Marks 2016 as a Year of New Beginnings and Momentous Success

SVA Software Opens its Doors, Premieres BVQ - IBM Virtualized Storage Optimization Solution and Launches SVA Velocity Partner Program

Charlotte, NC – December 6, 2016 – [SVA Software](#), a leading provider of storage performance management software, today announced that 2016 marked a year of new beginnings and is now closing on a note of momentous success. Early in 2016, SVA Software was founded by a [team of experts](#) with decades of experience and a common vision – to enable IBM professionals to realize the true potential of their virtualized storage environment in the easiest, most efficient and cost effective means possible. 2016 was a year in which the company proved this vision – launching to much industry acclaim its [BVQ software](#), and rolling out its powerful [SVA Velocity Partner Program](#).

According to [IDC](#), digital data is growing at an accelerated rate and is forecasted to grow at a compound annual growth rate (CAGR) of 42% through 2020 while the world's data is poised to grow by 50x in the next decade.

“In 2016, we began to see the emergence of storage management as a top issue that enterprises must address to keep pace with staggering data growth - while ensuring optimal application performance and utilization of their storage environment,” said [Don Mead](#), Senior Vice President of Marketing and Partner Enablement, SVA Software. “Virtualized storage infrastructures are addressing a major component of the problem, but bring layers of complexity making it difficult for IT to identify and pinpoint the culprit of application performance issues. Our flagship product, BVQ, was designed from the ground up to quickly address this pain and transform IBM virtualized storage machine data into actionable answers to drive operational excellence for our customers and partners.”

SVA Software Achieves Significant Milestones for 2016:

- **SVA Software Release BVQ IBM Virtualized Storage Optimization Solution:** Empowers enterprise organizations to achieve higher utilization of existing infrastructure assets, with the ability to visualize use and performance across the entire data center, via a single, easy-to-use interface. BVQ is the industry's most sophisticated and comprehensive performance and capacity monitoring and analysis software for homogeneous IBM and/or heterogeneous virtualized storage environments.
- **SVA Software Launches Velocity Partner Program:** Enables channel partners to capitalize on increasing demand for easy-to-manage, effective and affordable virtualized storage performance solutions, particularly across the IBM ecosystem, thereby opening expansive and lucrative new revenue opportunities, and providing an opportunity to solidify trusted advisor status.

- **SVA Software Recognized as Emerging Vendor:** The company was recognized this year by [CRN](#), a brand of [The Channel Company](#) to its 2016 list of [Emerging Vendors](#). This annual list recognizes recently founded, up-and-coming technology suppliers who are shaping the future of the IT channel through unique technological innovations.
- **SVA Software Executive Seals Women of the Channel Award:** Charting significant channel growth, Senior Vice President of Partner Sales, Jo McCausland was named as a recipient of the [CRN Women of the Channel](#) in 2016 for her strong leadership and success in building world-class partner programs and accelerating sales for the company's flagship product, BVQ.

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About SVA Software

[SVA Software Inc.](#) was founded in 2016 by a team of experts with decades of experience in infrastructure optimization and channel expansion. The company's vision is to help enterprise customers realize the true potential of their virtualized storage infrastructure. SVA Software's award winning storage performance management software, BVQ transforms IBM virtualized storage machine data into answers that help drive operational excellence. SVA Software is an independent software vendor and a subsidiary of SVA System Vertrieb Alexander GmbH, the largest IBM system integrator in Germany with more than 500 employees at 14 locations worldwide. For more information, visit www.svasoftware.com.

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