



## **PIVOT3® GRABS TOP MARKET SHARE IN IP SAN**

*Company triples revenue in 2009; plans to double sales team in 2010*

**Palo Alto, Calif. – February 17, 2010** – Pivot3®, Inc., the fastest-growing storage provider in the physical security market, took the 2009 top market share position in the global market for IP SANs used for video surveillance, according to a new market research report by IMS Research. Pivot3 also announced plans to double the size of its sales force in 2010 as it scales up to meet the growing demand for the award-winning Pivot3 Serverless Computing™ product line.

The market research report, titled “The World Market for Enterprise and IP Storage Used for Video Surveillance – 2010 Ed.”, from IMS Research tracks trends in the physical security storage market, which is a key element of systems used to capture, display and analyze video streams. Overall demand for external storage solutions soared as the number of surveillance cameras in use continued to increase, end users continued to demand high-resolution video and new regulations were introduced that require longer video retention periods.

“The storage market for physical security environments is a robust billion-dollar market that grew in revenue and capacity during an economic downturn,” said Alastair Hayfield, Research Manager of the Video Surveillance and VCA Group, IMS Research. “Furthermore, the market for IP SANs used for video surveillance is forecast to be the fastest growing segment over the next five years, with year over year revenue growth in excess of 60 percent.”

In response to its substantial growth in 2009, Pivot3 boosted the strength of its sales team with the appointments of five security industry veterans, and has plans to double its sales team in 2010.

Dwayne Healey has been named Sales Director for the Western Region. Healey has extensive experience as both an end user and a sales representative. He began his career with the City of Los Angeles and the Los Angeles Police Department, before moving into sales roles with GE Security and, most recently, IQinVision.

Kevin Klemmer, Pivot3's new Director of Sales, Pacific Northwest/Western Canada, has been involved in the security industry for most of his career. He most recently served as Director of Sales, Integrated Solutions Specialist, at ASSA ABLOY. An ASIS member since 2002, he obtained the PSP certification in 2003 and has been involved in volunteer leadership positions with the organization since 2007.

Aaron Hallmark, Director of Energy and South Central Sales for Pivot3, is focused on developing organic growth sales in these specialized segments. He previously was a General Manager for Infrastruct Security, a Houston-based systems integrator focused on the critical infrastructure market.

Mike Tice has been named to the new position of Midwest Regional Sales Director. Tice has more than 15 years of experience in the security industry and most recently served as Midwest Regional Sales Manager for Genetec.

Daryn Drulias has been appointed Director of Sales for the Southwest Region. He has held similar sales roles with Genetec and NICE Systems over the course of his career. Drulias has extensive experience in gaming, a key market due to its requirement for high capacity storage.

“In 2009, we invested heavily in service and support so that Pivot3 Serverless Computing would be quickly and broadly deployed,” said Lee Caswell, Founder and Chief Marketing Officer, Pivot3. “We are pleased with the share gains we've seen but even more gratified that repurchases from existing customers made up 40 percent of our sales in 2009.”

“Pivot3 is committed to making solutions work in the field and has gone the extra distance when we needed their help,” said Vince Curulla, Account Executive, Convergent Technologies, a premier North American integrator with 26 locations across the United States and Canada.

### **About Pivot3**

Pivot3 is the fastest-growing surveillance storage company, with its award-winning products widely deployed in the hospitality, transportation, homeland security, public safety, education and retail markets. The innovative Pivot3 Serverless Computing™ architecture is ideally suited for video applications, offering high availability for storage and applications, massive bandwidth for streaming video workloads and simple scaling of capacity. To learn more about Pivot3, visit [www.pivot3.com](http://www.pivot3.com).

### **About IMS Research**

IMS Research is a leading supplier of market research and consultancy services on a wide range of global electronics markets. The company is supported by headquarters in Wellingborough, UK and offices in Austin, Texas and Shanghai, China. IMS Research regularly publishes detailed research on video surveillance markets and physical security, among others.

[www.imsresearch.com](http://www.imsresearch.com)

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