



**TOSHIBA**  
Leading Innovation >>>

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## Toshiba Storage Products Business Unit Named to UBM Channel's CRN Data Center 100

Irvine, CA, January 23, 2012 – Toshiba Storage Products Business Unit of Toshiba America Electronic Components, Inc., announced it has been named to [CRN's 2012 Data Center 100 list](#). This annual list recognizes technology vendors for powering, supporting and protecting today's data center services in an environmentally and economically friendly manner, while boosting efficiency and productivity.

Toshiba provides enterprise solid state drives (SSDs) and enterprise hard disk drives (HDDs) for every level of enterprise computing storage, from mission-critical server environments to near-line storage applications. Toshiba storage solutions maximize power efficiency while meeting the most demanding customer requirements for performance and reliability.

Toshiba prioritizes channel support on multiple levels, including simultaneous shipping of new products to both channel partners and major OEMs. Toshiba also maintains a lab in San Jose, CA for testing and validating industry-standard motherboards, controllers and other system components, providing assurance to channel partners as they evaluate performance and compatibility issues for potential storage solutions. Toshiba also maintains a dedicated support and field engineering team for its channel partners.

"The 2012 Data Center 100 list recognizes vendors that, over the course of 2011, have shown a dedication to the innovation and advancement of today's data center services," said Kelley Damore, Vice President and Editorial Director for UBM Channel. "The recent upsurge in cloud computing has solution providers searching for new ways to ensure their clients maintain connectivity while mitigating costs and security threats. We congratulate each vendor on the 2012 Data Center 100 list for providing a significant growth opportunity for solution providers to build their business by offering cutting-edge products and services to customers."

Selected by *CRN's* editorial staff, the 2012 Data Center 100 list is featured in the January issue of *CRN Magazine* and will be featured online at [www.crn.com](http://www.crn.com).

"Our focus at Toshiba is on delivering storage solutions that scale from the client to the cloud," said Joel Hagberg, vice president of marketing at Toshiba Storage Products Business Unit. "With ever-increasing amounts of data being created, and the need for high-performance, power-efficient storage solutions to store that data, our channel partners play a critical part in that effort. We're very pleased to receive this recognition from *CRN* for our work with the channel."



### **About Toshiba Storage Products**

Toshiba Corporation and its affiliates offer one-of-a-kind global storage solutions, offering hard disk drives (HDDs), solid state drives (SSDs) and NAND flash memories – technologies that drive a wide range of consumer electronics, computer and automotive applications, as well as enterprise solutions for the global marketplace. Toshiba is a leader in the development, design and manufacture of mobile, consumer and enterprise hard disk drives and solid state drives. In North America, the Storage Products Business Unit of Toshiba America Electronic Components, Inc. markets high-quality storage peripherals to original equipment manufacturers, original design manufacturers, value-added resellers, value-added dealers, systems integrators and distributors worldwide. Inherent in the Toshiba storage family are the high-quality engineering and manufacturing capabilities that have established Toshiba products as innovation leaders worldwide. For more information, visit [www.toshibastorage.com](http://www.toshibastorage.com)

### **About Toshiba Corp. and Toshiba America Electronic Components, Inc. (TAEC)**

Through proven commitment, lasting relationships and advanced, reliable electronic components, Toshiba enables its customers to create market-leading designs. Toshiba is the heartbeat within product breakthroughs from OEMs, ODMs, CMs, VARs, distributors and fabless chip companies worldwide. A committed electronic components leader, Toshiba designs and manufactures high-quality flash memory-based storage solutions, solid state drives (SSDs), hard disk drives (HDDs), discrete devices, LCD displays, advanced materials, medical tubes, custom SoCs/ASICs, imaging products, microcontrollers and wireless components that make possible today's leading cell phones, MP3 players, cameras, medical devices, automotive electronics, enterprise solutions and more.

Toshiba America Electronic Components, Inc. is an independent operating company owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation, Japan's largest semiconductor manufacturer and the world's third largest semiconductor manufacturer (Gartner, 2010 WW Semiconductor Revenue, April 2011). Toshiba was founded in 1875, and today has more than 490 subsidiaries and affiliates, with 203,000 employees worldwide and annual sales of \$77 billion. Visit Toshiba's web site at [www.toshiba.co.jp/index.htm](http://www.toshiba.co.jp/index.htm).

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UBM Channel is the premier provider of IT channel-focused events, media, research, consulting, and sales and marketing services. With over 30 years of experience and engagement, UBM Channel has the unmatched channel expertise to execute integrated solutions for technology executives managing partner recruitment, enablement and go-to-market strategy in order to accelerate technology sales. UBM Channel is a UBM company. To learn more about UBM Channel, visit us at [www.ubmchannel.com](http://www.ubmchannel.com).

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