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Minicom Introduces the Data Center Alliance

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(1888PressRelease) January 12, 2010 - Minicom Advanced Systems, a leading developer of IT & KVM remote access and management solutions, is proud to announce a new initiative, the Data Center Alliance (DCA). The Data Center Alliance was formed with Minicom, Wright Line, ServerTechnology, Uptime Devices, and Digi International to fill the information gap in the marketplace by providing a centralized, comprehensive source for building successful IT infrastructures.

The mission of the DCA is to serve as a central repository of data center/server room products and services and to provide IT decision makers with a clear understanding of the different solutions available for their IT infrastructures.

Because each organization has unique IT challenges, whether they are with physical space, power consumption, remote access, or budget, there is no generic solution that adequately meets the requirements of every CIO. Mixed IT environments demand specialized solutions in order to optimize resources.

The Data Center Alliance brings together the best in class IT infrastructure manufacturers into one place where IT decision makers can find the data they need to make smart decisions about their growing data center needs. For companies looking to improve productivity in the fields of power, KVM, network management, remote access, environmental monitoring and air flow, the Data Center Alliance is the answer.

"The Data Center Alliance helps companies find what they need quickly and easily. In today's complex IT environment, customers welcome simplicity. The program lets companies see all the puzzle pieces in one place. The value of the program is having quality offerings from all aspects of the IT infrastructure in one convenient location," explains David Zucker, Minicom's Director of KVM Business Development.

In addition to the value they bring to their customers, members of the Data Center Alliance benefit from joint marketing efforts such as webinars, podcasts, trade shows, and cross promotion via social media marketing. Members also enjoy increased exposure to the right channels through lead generation and heightened brand awareness. By capitalizing on mutual interests, the program opens doors for new business opportunities and market penetration.

"The alliance is the next step in bringing Digi closer to other data center solution providers," said Brian O'Rourke, principal product line manager, Digi International. "We are integrating each other's products and working together to provide 'best of class' solutions for customers. We provide industry leading console management solutions, and we are pleased to partner with other organizations to help customers better manage their data centers."

"Wright Line is pleased to continue its long-standing relationship with Minicom and looks forward to participating in the Data Center Alliance. The Alliance serves as yet another vehicle toward additional co-marketing and collaboration initiatives. We're excited to lend our assistance to projects where our innovative airflow management solutions, including our patented Heat Containment System™, can assist IT professionals in their quest to make their data centers more efficient and reliable," stated Pete Rumsey, Wright Line's Senior Vice President of Sales and Marketing.

"This Alliance helps to bring best of breed product solutions together, ensuring compatibility within the marketplace," notes Calvin Nicholson, Director of Product Marketing for Server Technology. "We are proud to be part of this new effort to provide infrastructure monitoring, management and control solutions that increase data center efficiency."

To learn more about the Data Center Alliance, visit <http://www.minicom.com/dca-partners.htm>

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About Minicom Advanced Systems

Minicom Advanced Systems provides KVM remote access, extension and management solutions designed to expedite and simplify IT services. Tailored for IT managers who need secure, centralized, and seamless access to their mixed IT environments, these solutions enable local, remote, in-band and out-of-band access and management. Minicom's unique approach maximizes past investments in IT infrastructure, installation, and training while adding innovative technology, resulting in reduced costs and increased productivity.

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