



Press Release

**Touch World Technologies begins launch of Data Management Offerings with recent distinction by IBM as 1st Optim/SAP Partner provider in US**

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Touch World Technologies, a recognized Technology Services & Solution leader servicing public and private market sectors throughout the US since 1997, has teamed with IBM to deliver and implement Data Management integrated solutions to manage enterprise application data from requirements to retirement.

Today with continued database growth, long-term data retention regulations and storage are increasing operational costs. As a result, more CIO's are examining the potential benefits of implementing cost-effective strategies for managing data throughout its lifecycle. Estimates show the data explosion to be anywhere from *50% to 150% yearly* in many organizations today. The inability to control data growth will degrade performance, limit availability, increase costs and slow disaster recovery. Organizations need the capability to store archives cost-effectively, retain access and dispose of data appropriately to comply with data retention regulations.

*Forrester Research estimates 85% of organizations data in current databases is unused!* This is driving up costs, reducing performance of applications and causing unnecessary hardware purchases in the near and long term. Moreover, the costs of unsecured data can be devastating to a company that remains vulnerable.

As your Optim partner within the IBM family, we'll offer the optimal solution to manage your Data Growth, to improve your systems performance and manageability, Test Data Management and Data Masking, demonstrating compliance with data privacy laws as well as application retirement.

For more information, please contact [gordon.mckenna@touchworld.com](mailto:gordon.mckenna@touchworld.com) or visit our website at <http://www.touchworld.com> (<http://www.touchworld.com>)

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