

The filing below relates to the proposed acquisition of Data Domain, Inc. ("**Data Domain**") by NetApp, Inc. ("**NetApp**") pursuant to the terms of an Agreement and Plan of Merger, by and among NetApp, Kentucky Merger Sub One Corporation, Derby Merger Sub Two LLC, and Data Domain, dated as of May 20, 2009, as amended on June 3, 2009.

*Posting on the "Ask Dr. Dedupe Blog" by NetApp Senior Marketing Manager—Storage
Efficiency Solutions Larry Freeman on June 16, 2009*

EMC's Celerra dedupe calculator doesn't add up

I ran across this [EMC dedupe calculator](#) today. Interested in the space savings EMC was advertising for primary storage with dedupe, thought I'd take a closer look. I was surprised by the results. The calculator asks you to input the "Size of Current Data" for seven different application categories. So I ran the calculator 7 times, each time entering 10TB into the 7 categories, one at a time. Here are the results I got:

EMC Celerra Data Duplication Calculator

(Data Duplication? I sure hope that's a typo)

Potential Savings:

Active virtual machine files — 0TB (0%) saved

Active databases and messaging files — 0TB (0%) saved

Compressed files — .2TB (2%) saved

Media files — .4TB (4%) saved

Binaries — 1.7TB (17%) saved

Office documents — 3.3TB (33%) saved

Text files — 5.3TB (53%) saved

Wait a minute, this can't be right. 4 of the 7 categories offer between 0% and 4% savings. Doesn't seem like its worth the effort. Well how about Binaries at 17% savings? But EMC only dedupes "inactive" files — which of my binaries are inactive? Not sure, so I think I'll skip that one. Office documents — bingo 33% saved — but again this only applies to inactive docs, so I guess my savings will be a little less. Finally, there are text files with a whopping 53% savings — but I

probably don't have 10TB in inactive .txt files though. At this point, I am a little disappointed in EMC.

The way I see it, using Celerra dedupe in a real world scenario would produce maybe 5% overall savings on a good day. The problem you see is that the majority of user data is tied up in those damned applications that Celerra dedupe can't touch. The puzzling part is why EMC would include applications with zero percent savings in their calculator. Trying to deceive users? Nah there must be some other explanation. Guess I'll leave that one up to them to answer.

Your voice in the search for dedupe honesty-

DrDedupe

EMC
where information lives

EMC Celerra Data Duplication

- 1 Size of Current Data
- 2 Annual Growth Rate
- 3 Primary Storage Costs
- 4 Results

Potential savings
\$0.00
is immediate savings due to
0.0 TB
in capacity savings

Immediate savings

Category	Original Size (TB)	Deduplicated Size (TB)
Original Size	10	10
Deduplicated Size	10	10

Projected savings over time

Year	Savings (TB)
1	0
2	0
3	0
4	0
5	0

Learn more
Download the EMC deduplication white paper
Learn more about the EMC Celerra family of products

Contact Us
Phone: 866-438-3622
Email us | Have us call you

Benefits of Celerra Data Deduplication

- Lower operating costs by reducing the amount of storage you need without the expense of retraining users or modifying applications.
- Increase file storage efficiency by eliminating redundant data in your file system.
- Leverage powerful, high-availability IP storage in convenient integrated models and flexible gateways.

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Note: all results generated by the deduplication calculator are estimates for illustrative purposes only and EMC does not warrant that you will obtain any particular results from use of EMC or any third party software. Deduplication results are likely affected by a number of factors not included in these calculations and users should conduct comprehensive deduplication estimate analysis in order to generate results that reflect the specific circumstances of their environment. The information shown in the deduplication calculator is provided "AS IS" without any warranty, express or implied. EMC Corporation DISCLAIMS ALL WARRANTIES, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, as well as any warranties arising from the course of trade or dealing with RESPECT TO THE CONTENTS OF THIS DOCUMENT. This calculator and all associated documents do not amend any agreement that otherwise may have in place with EMC.

Additional Information and Where to Find It

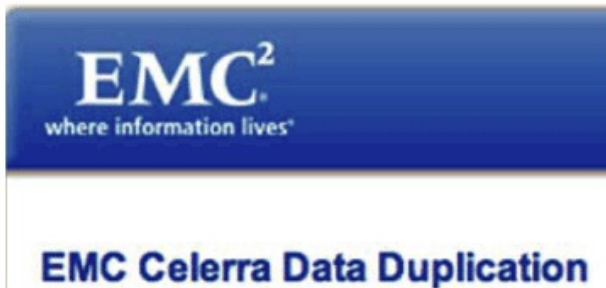
In connection with the proposed acquisition of Data Domain, on June 4, 2009, NetApp filed with the SEC a Registration Statement on Form S-4 containing a Proxy Statement/Prospectus for Data Domain's stockholders. **Before making any investment or voting decision, investors are urged to read the documents filed with the SEC carefully in their entirety because such**

documents contain important information about the proposed transaction. You may obtain free copies of the Form S-4 and other documents filed with the SEC by NetApp and Data Domain through the web site maintained by the SEC at www.sec.gov, on NetApp's website at www.netapp.com and on Data Domain's website at www.datadomain.com.

*Posting on the "Exposed Blog" by NetApp Chief Technology Officer-At-Large Val Bercovici on
June 16, 2009*

Freudian Typo

Given everything that's going on between us and EMC lately, this has to be the most unfortunately timed corporate typo in quite a while. OTOH — if you take EMC claims at face value, then this kinda proves the point that our FAS & V-Series primary dedupe is superior.



Kudos to the good doctor for catching this!

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