

Green IT award win marks next step in Bull's UK re-emergence

27th April 2010 – At the first annual Green IT Awards event held in London on Earth Day, 22nd April 2010, Bull was awarded the Green IT Magazine Product of the Year award for its Escala Blade Servers. The Awards, sponsored by the Department of Energy and Climate Change (DECC), were established to reward outstanding environmental products, suppliers and projects, as well as to highlight companies and teams that have made a significant contribution to improving the IT industry's environmental performance.

Bull UK's Virtualisation Solution Manager, Jeff Spencer, commented: "It's great that once again Bull's products are being recognised in this way. Our extreme computing bullx range has already won international awards, being named as the world's best supercomputer by HPCwire, the benchmark American journal for the world of High-Performance Computing. To win recognition from Green IT Magazine readers demonstrates that the power saving features engineered into the Escala® range of servers and Bull's Bio Data Centre™ approach is appreciated by our customers."

Spencer continued: "Last week we announced our next generation server family, bullion, which marks a further step forward in Bull's ability to deliver much more computing power with much lower energy costs. The bullion is an exciting product, specifically designed to target the virtualisation of enterprise class applications and power VDI infrastructures, which I hope will enable Bull to win more awards."

Dr Mike McCaig, Bull UK Marketing Director, added: "As the only European based IT Company that designs and builds its own servers we are committed to establishing Bull as a Green IT & Virtualisation solutions provider. This award is also another step forward in Bull UK's re-emergence as a significant vendor in markets such as Public Sector and Higher Education."

"This year in the Public Sector, Bull has already been awarded a place on the Buying Solutions Commoditised IT Hardware and Software Framework Agreement and had major wins with bullx."

"We are also continuing to enhance our service and partner portfolio to enable organisations to deliver against the Government's 'Smarter, Cheaper, Greener' ICT agenda. For example, we've just introduced a low-cost service which enables data centre managers to track their progress towards EU Code of Conduct for Data Centre compliance. These are exciting times for Bull in which we are building a new dynamic and greener Bull UK."

About Bull, Architect of an Open World™

Bull is an Information Technology company, dedicated to helping Corporations and Public Sector organisations optimize the architecture, operations and the financial return of their Information Systems and their mission-critical related businesses. Bull focuses on open and secure systems, and as such is the only European-based company offering expertise in all the key elements of the IT value chain. For more information visit: <http://www.bull.com>

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