

Dear All,

This communication is intended to be an Advance Intimation of the changes that shall be carried out in the "OPTIMIZER" range (which is our most selling storage product as indicated by the following figures): -

(ALL VALUES IN CRORES)	2009-10	2010-11	YTD OCT 2011-12
OPT BS	35.13	34.45	19.66
STRG BS	135.84	150.82	83.05
OPT BS AS % OF STRG BS	25.86%	22.84%	23.67%

Also, based on the feedback we have been receiving with respect to Optimizer Win / Loss cases to Competition from Methodex / Kompress etc., we did an analysis of the feedback and did a detailed tear Down PMO project which involved Benchmarking of Product, Spares and Hardware as a result of which, the Optimizer shall be undergoing some internal as well as externally visible changes which shall be as follows: -

Internal Changes: -

Certain components which used to form a part of the Unitized packet earlier shall now go pre-fitted with the understructure, making the assembly comparatively easier and less time taking.

Externally Visible Changes: -

- 1) The Drive Cover Unit of the Optimizer which earlier used to cover the entire body has now been made sleeker to give the Optimizer a Leaner, Aesthetically pleasing look.
- 2) The Drive cover which used to be installed on the Single Static shall not be offered in the New Enhanced Optimizer.
- 3) In order to differentiate the New Enhanced Optimizer from the existing Optimizer and to give it a new look, the color scheme shall also be changed which shall be as per the attached Excel Sheet (please note that we have mentioned both the existing as well as the new color's for each of the components in order to achieve more clarity in terms of the changes).

Please note that the new Enhanced Optimizer shall be identified by means of New Color Codes which shall be as follows: -

- 1) Color Code 094 shall replace the existing color code 091
- 2) Color Code 095 shall replace the existing color code 092

Attached herewith is an excel sheet giving the detailed color combination as per the new color codes.

We are also attaching herewith Line Drawing and Images of the Optimizer showing the visible changes to the range.

The Pricing for the Optimizers shall remain the same as per the Latest Consumer / WD Price-lists.

Please note that the Enhanced Optimizer with the aforementioned changes shall replace the existing Optimizer with effect from 31st January 2012.

Also, please note that all the Orders booked in the system from the 31st of January 2012 shall be executed in the new design and color combination.

We would also like to request all Branches to revert with details of quotes already given and where orders are expected to mature in Q4 so that the same can be executed in the old design if necessary.

All order booked in the system till the 31st of January shall be executed in the old design.

Also, please highlight the aforementioned points while quoting for any requirement of Optimizers (either directly or through our Channel Partners).

Please arrange to share this communicate with our Channel Partners and keep our key customer's posted.

HAPPY SELLING

D & S MARKETING TEAM.