



# Being a Force for Good – Infinidat Makes a Positive Difference around the World

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## Biography

Sapna Kapoor is the Director of Global Communications at Infinidat (<https://www.infinidat.com>). Sapna has over 20 years of international experience in the technology industry as a B2B strategic communications expert.

Infinidat helps enterprises and service providers empower their data-driven competitive advantage at scale. Infinidat's software defined storage architecture delivers microsecond latency, 100% availability, cyber storage resilience and scalability with a significantly lower total cost of ownership than competing storage technologies. The company offers an award-winning portfolio of enterprise storage solutions for primary and secondary storage deployments. The corporate headquarters are based in Herzliya, Israel, and U.S. headquarters in Waltham, Massachusetts.

Sapna blogs at: <https://www.infinidat.com/en/blog>

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## Abstract

Storage technology experts by day and humanitarian aid supporters by night. As the author of this article explains, Infinidat employees are part of a movement within the technology community to give back to the world by supporting the funding of cancer research and therapy to help children with cancer. Transformers of people's experiences ... timeless.

## Introduction

Infinidat turns up the volume once again on its charitable work this year to make a positive difference in the world. We're excited to have participated in the Tech Tackles Cancer<sup>1</sup> evening event in the Boston area on 7 November 2023 to leverage the power of the tech community to raise significant funds for paediatric cancer.

Every Infinidat customer and channel partner is connected, even if only indirectly, to this action to inject new life into the means to advance paediatric cancer treatment and research. Infinidat is not only a Leader in Primary Storage, just as the Gartner Magic Quadrant validated recently, and the new standard in enterprise storage, but we are also a leader in giving back to the local communities where our employees, our customers, our partners, and their families live and work.

Our commitment reaches across "the pond," catapulting off our presence on multiple continents. Our involvement in the event at the Sinclair in Cambridge,



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Massachusetts builds on the charitable work we did at the Tech Tackles Cancer event in London in May. It was a meaningful event that showcased a live musical concert. As a program of Hack/Reduce, a non-profit focused on fostering talent and technologies for the data-driven economy, Tech Tackles Cancer has raised millions of dollars for this great cause.



As a volunteer member of the TTC steering committee, I'm very proud to represent Infinidat in this charitable work, but I'm even more thrilled at the willingness of employees, partners, customers, and friends and families of the Infinidat community to generously provide financial support to Tech Tackles Cancer. Even during challenging times, people have the heart to help others – and this speaks to the high quality of the Infinidat community. (To find out how to support it, [click here](#).)

### **Make-A-Wish**

Tech Tackles Cancer isn't the only charitable initiative we support. Infinidat also supports other organizations that are improving people's lives, including the Make-a-Wish Foundation, which creates life-changing wishes for children with critical illnesses. Infinidat sponsored the 12th Annual Make-a-Wish Golf Tournament.

Other charitable events we sponsored to raise money were for fundraisers supporting everything from a children's hospital, a veterans' foundation, ALS patients and the Special Olympics to abused women and underserved youth development activities to Josephine's Place, a storefront, drop-in dedicated to women for the purpose of empowerment.

I'm proud to announce Infinidat's support of the Golisano Children's Hospital in New York. Our team was happy to be part of their charitable event to benefit the



hospital. Also in New York, we joined with an enterprise customer in the financial industry to participate in a benefit event for the Danielle Kirrane Foundation in support of people suffering from ALS (also known as Lou Gehrig's Disease). We also aligned with another enterprise customer to increase the financial support for the Oasis House for Women in Ohio on 11 September 2023.



All of these charitable works, and more, bind us together as a community. We aren't just a leader in enterprise storage. **Infinidat is also a force for good.**

In the state where Infinidat Americas is headquartered – Massachusetts – we partnered with different organizations to broaden the impact. I'm excited to announce Infinidat's involvement with the Bruins Foundation, a well-respected non-profit organization in Massachusetts that is focused on serving as a central point for promoting health, wellness, and education through supporting a network of charities.

In northern California in October, we actively worked with our channel partner, Sycomp, to support the Special Olympics, which is for athletes with intellectual disabilities.

"Sycomp appreciates the strong support Infinidat provided for the recent High Tech Challenge golf outing that raised money for the Special Olympics of Northern California," says Dawn McCale, Global Director of Sales at Sycomp. "Infinidat is a great enterprise storage solution provider, and they believe in getting involved with and giving back to the local community. Knowing this enriches the strong partnership we already have with Infinidat to modernize storage for our joint enterprise customers. The Infinidat team is excellent to work with and their support of our customers is outstanding."

In addition, we were a sponsor, along with other tech companies, at a charitable event called "At the Rat Pack Promise Ball" at Mohegan Sun in the state of



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Connecticut to raise money for JDRF, the leading international nonprofit fighting to cure type 1 diabetes, while also helping those with Type 1 diabetes live healthy lives today.

The optimism is infectious. It brings so much hope, with a tech twist. (As an aside, if the original “Rat Pack” 1960s superstars – Frank Sinatra, Dean Martin, and Sammy Davis Jr. – were here today to perform “At the Rat Pack Promise Ball,” they could sing “I Did Storage My Way” and “I Get a Kick Out of Cyber Resilience.”)

I am only one person, one voice, among many Infinidat employees, partners, and customers who are contributing as volunteers and making an impact on local communities around the world. Hearing what others have to say is inspiring.

Tom Dionne, Channel Manager, North America at Infinidat said, “It is very gratifying to work for a company with such a commitment to giving back to local communities and contributing to great causes. It makes me proud to work for Infinidat, knowing that my contributions as an employee are having an impact beyond just the technology. I am part of something bigger that supports life-changing experiences for other people in need.”

Infinidat donated laptops to a group of people in need in Namibia, Africa to help educators, counsellors, and volunteers access resources and tools to accelerate their ability to serve the local community. Tom was able to deliver most of the laptops personally on a trip he took with a team to Namibia last February. Tom and his team supported the efforts of a local, non-profit organization called Nazarene Compassionate Ministries (NCM) to build a library and a school facility.

Focusing on humanitarian assistance, I want to conclude this article with special recognition of the donations that many Infinidat employees have contributed to several charitable organizations in Israel who directly assist civilians with resources and aid. The company has matched donations to amplify the collective impact. At the end of the day, it’s about helping people – children, families, the elderly, and others who are suffering and need resources to support them. It has been a sincere display of the humanity, care, and compassion of employees.

All of these charitable works, and more, bind us together as a community. We aren’t just a leader in enterprise storage. Infinidat is also a force for good. This reflects the strong commitment that our company’s senior leadership team has for Infinidat to give back and to set an example of good corporate citizenship. The positive ripple effect of Infinidat’s charitable works will be experienced for years to come, making a world of difference.

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**Reference**

- <sup>1</sup> <https://techtacklesx.org/ttc-boston/>