



PRESS RELEASE

News

fluid Operations at SAP Cloud & Virtualization 2012 in Las Vegas

February 14, 2012

WALLDORF, Germany – fluid Operations™, the leading provider of enterprise cloud management solutions based on semantic technologies, will be exhibiting and presenting at this year's SAP Cloud & Virtualization in Las Vegas at booth #355 between February 28 and March 2. During the show, fluid Operations delegates will be showcasing the eCloudManager™ Landscape as a Service (LaaS)™ concept for SAP enterprise applications.

SAP Landscape as a Service (LaaS)™ - Powering Private and Public SAP Clouds

Targeting mission-critical applications, the fluidOps eCloudManager™ Product Suite allows for the rapid automated provisioning and deep monitoring of complete and ready-configured SAP enterprise application landscapes. This brings a true Landscape as a Service (LaaS)™ offering to private and public enterprise clouds, where SAP landscapes can be provisioned, administered, monitored and delivered to end users through an intuitive, easy to use enterprise portal. The results are unprecedented virtualization benefits of system flexibility, automation and unified control.

The SAP Landscape as a Service solution delivers:

- an innovative, open platform using semantic in-memory technologies,
- unified data center monitoring and management, from storage, to compute, to application, and across virtual and physical resources,
- automated, rapid and on-demand provisioning of SAP Landscapes,
- on-demand dashboarding, analytics and reporting, and
- IT innovation and automation resulting in massive time and cost savings.

Join fluid Operations in Las Vegas

Visitors who stop by the fluid Operations booth in Las Vegas will get a live introduction into the eCloudManager innovative cloud management platform and learn how semantic technologies are applied to help companies bring their SAP enterprise applications to the cloud. Upon request at the booth, interested attendees can also obtain ten free eCloudManager licenses for a Proof of Concept. Maintenance and consulting will be charged at regular rates.

As part of the session track "Maximizing cloud usage, operations, and performance", Francesco Incorvaia, Sales Director at fluid Operations, will be holding a presentation on Wednesday, February 29, at 8:30am: "**Strategies and tools to optimize your private SAP cloud and maximize your virtual investment**". The session will offer attendees a chance to get a deep understanding of the requirements for a private or public SAP cloud, and learn how to implement a private SAP cloud in their own data centers utilizing the eCloudManager and its Landscape as a Service concept. For

additional questions about the session, interested attendees can contact Mr. Incorvaia at sales@fluidops.com.

About fluid Operations

fluid Operations (fluidOps) is the provider of an innovative cloud and data management platform for complex, virtualized and physical enterprise application environments. This includes the creation of a flexible cloud infrastructure, the rapid provisioning of enterprise application landscapes through a self-service portal as Landscape as a Service (LaaS)[™], as well as the collection, correlation and documentation of structured and unstructured data to enable the automated handling of the daily operations of a private or public eCloud. For the eCloudManager's ability to deliver entire enterprise application landscapes on-demand to end users, fluid Operations[™] has been named "Gartner Cool Vendor in the SAP Ecosystem" for 2010 and a market game-changer. For more information about fluidOps and its products please visit www.fluidOps.com.

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