

News

fluid Operations scales up European business with first distribution agreement with Magirus

January 17, 2012

Magirus to distribute cloud and data management solutions in Germany, Austria and Switzerland

STUTTGART, Germany, January 17, 2012 – Magirus, a leading European IT solutions provider and fluid Operations, the leading provider of innovative cloud and data management solutions based on semantic technologies, today announced a major distribution agreement. The partnership will see Magirus add fluid Operations' eCloudManager™ Product Suite and the Information Workbench™ to its comprehensive portfolio of data centre, cloud and storage solutions. In what is fluid Operations' first distribution agreement, Magirus will offer exclusively fluid Operations products (see Notes to Editors) and training services to its large reseller base in Germany, Austria and Switzerland. In due course, both companies hope to extend the contract to include other European countries.

fluid Operations' cloud monitoring and management software enable the efficient handling of day to day operations for complex, private, hybrid and public clouds. Also, the company's innovative use of semantic technologies means that users may integrate, correlate, annotate, visualize and analyse large amounts of data on-demand – enabling tasks to be completed, efficiently, more cost-effectively and with fewer resources.

Under the new distribution agreement, fluid Operations and Magirus will invest jointly in channel development. fluid Operations will provide initial training for Magirus as well as professional services and support, while Magirus will offer targeted sales, technical and business development training to its 2000 resellers in the D-A-CH region to achieve certification and generate greater sales and service opportunities.

“This agreement enables our resellers to offer customers more choice in optimising and managing their cloud and storage solutions. eCloudManager will be attractive to mid and large enterprises and complements our Cisco UCS, VCE vBlock and EMC platforms,” said **Joerg Speikamp, vice-president, Central European region at Magirus GmbH**. “Our immediate market focus is Germany, Austria and Switzerland where we see fluid Operations' solutions presenting a tremendous sales and service opportunity for our partners. In due course, we hope to expand our agreement to other countries.”

“We have just recently announced our European sales channel strategy and we are happy to successfully kick-off our channel with Magirus,” said **Thomas Kucher, strategic sales executive Channel/Distribution at fluid Operations**. “We are committed to delivering state-of-the-art for cloud and data management with our eCloudManager Product Suite and Information Workbench, and by accessing Magirus' data centre and cloud computing expertise, we will expand our business in the German-speaking Europe (D-A-CH region).”

Notes to Editors

fluid Operations Products

eCloudManager™ offers a one-console solution for private and public cloud management and monitoring. It provides a unified overview of all aspects of a private or public cloud. In this way, multiple multi-vendor hypervisors, storage systems, public clouds and enterprise applications are managed and controlled from eCloudManager's user interface. eCloudManager allows enterprises to speed up application deployments, increase productivity, reduce time needed to correct problems and maximize ROI.

Information Workbench™ is a self-service platform with the tools and features to quickly build personal Linked Data applications. Using semantic technologies ("meaning-centered" technology that is able to search topics, concepts, associations that span a vast number of systems) it is able to integrate and interlink data scattered among different systems, to provide a unified view of isolated data silos. This is ideal for sharing informational internally, improving searches, presentations and collaboration and for linking disparate datasets and applications.

About Magirus

The Magirus group is a leading European supplier of IT solutions. The company's distribution business is focussed on addressing current trends in the IT sector, enabling business partners to take new technologies to market successfully. As a result, Magirus delivers high-quality software and systems encompassing: data centre, virtualisation, storage, secure networking and Open Source. With its professional services portfolio and knowledge of the IT sector, Magirus is able to support business partners and their end-customers in the planning and implementation of IT projects. Its services span demand generation, pre-sales, consultancy, training, certification, implementation, as well as first- and second-tier support from its pan-European, multi-lingual Support Centre in Strasbourg.

The privately owned company, based in Stuttgart, was established in 1981 and now employs more than 370 people throughout Europe and the Middle East. More information is available at <http://www.magirus.com>.

About fluid Operations

With its headquarters in Walldorf, Germany fluid Operations™ (fluidOps) is the provider of an innovative cloud and data management platform based on semantic technologies, for complex, virtualized and physical enterprise 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 more information about fluidOps and its solutions please visit www.fluidOps.com.

For further information please contact:

Magirus PR Agency:

Daniel Bausor

Magirus PR

Tel: +44 (0) 7701 094980

daniel.bausor@ridgeconsult.com

Neil Pattie

Magirus PR

Tel: +44 (0) 207 096 0206

neil.pattie@ridgeconsult.com

fluid Operations Press Contact:

Irina Parepa

Tel: +49 6227 3846 525

Fax: +49 6227 3849 565

Email: irina.parepa@fluidops.com