



PRESS RELEASE

News

fluid Operations exhibiting at NetApp Insight 2011 in Las Vegas and Rome

October 24, 2011

WALLDORF, Germany – fluid Operations™, the leader in semantic cloud computing solutions for the enterprise, will be exhibiting at this year's NetApp Insight in Las Vegas (November 1-4) and Rome (November 14-17) in the Cloud Management Partner Area.

Our delegates will be showcasing live our cloud computing solutions based on semantic technologies, with an emphasis on our joint solutions with NetApp:

- **cloud operations management solutions**, allowing for the end-to-end monitoring and management of private or public enterprise clouds across the entire IT stack,
- **on-demand enterprise applications solutions**, allowing for the on-demand consumption of infrastructure resources (Infrastructure as a Service) and enterprise application landscapes (Landscape as a Service™), and
- **on-demand semantic data cloud solutions**, allowing for the semantic integration, annotation, search, visualization and exploration of data from various internal or external sources.

Innovative Solutions from fluid Operations for NetApp Storage

As of October 2010 fluid Operations has entered the NetApp Advantage Alliance Partner Program. fluid Operations is collaborating with NetApp to tightly integrate NetApp storage systems. With our joint solutions, customers are able to fully automate their data centers and bring enterprise applications to the cloud.

The fluidOps eCloudManager™, the innovative cloud monitoring and management platform based on semantic technologies, allows customers to make the most of NetApp's storage systems for their private or public cloud initiatives. The eCloudManager integrates directly with NetApp storage systems by using the NetApp Zephyr and REST APIs to monitor NetApp filers and leverage advanced storage features such as NetApp FlexClone and LUN snapshots for rapid provisioning of enterprise workloads. This allows enterprises to offer up multi-tiered multi-system enterprise applications (such as SAP®, Oracle®, Microsoft®) as Landscape as a Service (LaaS)™ - on demand and without any post-provisioning effort.

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. Based on its innovative semantic technologies for delivering enterprise applications 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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