



fluidOps makes eCloudManager SAP Cloud Platform Available Through EMC Select

The fluidOps eCloudManager provides customers with a dedicated SAP application cloud management and automation platform, offering landscape-as-a-service provisioning capability, leveraging EMC storage features

Walldorf, Germany—April 15th, 2010—fluid Operations™ today announced that its eCloudManager™ Product Suite is now available through EMC® Select™, a program which helps customers easily acquire components that comprise an information infrastructure. As part of a new breed of practical, enterprise application management solutions that sit on top of existing hardware, networking, storage and virtualization sources, the eCloudManager represents a breakthrough in the use of storage-assisted virtualization to drive IT efficiencies. With the release 3.0, fluid Operations – just recognized by Gartner as one of five cool vendors for the SAP ecosystem 2010 – has enabled interoperability with EMC Symmetrix®. Interoperability testing with EMC Celerra® and EMC CLARiiON® is expected within the second quarter of 2010. Today's announcement is set to coincide with the SAP Virtualization Week in Palo Alto, California, April 13-15.

The fluidOps eCloudManager packages a set of cloud productivity tools to:

- manage the entire enterprise IT stack from hardware to software, including creating and administrating multi-system virtual application landscapes
- streamline internal and external Landscape-as-a-Service™ (LaaS) adoption through a pre-fabricated self-service portal, for example IT system development, testing, production and training
- mitigate risks around system introductions, upgrades, migrations and consolidations with the extensive use of 'golden' application images

To be able to support SAP application landscapes spanning many business critical systems that easily go into terabytes of associated storage data, the eCloudManager now intelligently utilizes EMC Symmetrix® V-Max™ storage system applications such as EMC TimeFinder®, Snap TimeFinder®, Clone, and Symmetrix Virtual Provisioning to allow rapid provisioning and availability of complete SAP landscapes for easy and immediate consumption. The eCloudManager can apply these functions to physical and virtual scenarios.

“fluidOps will allow customers using EMC storage to create a private SAP enterprise cloud environment,” said Matt Mainstruck, manager, EMC Select Program. “As a formal addition to the EMC Select portfolio, customers can benefit from having the tools to enable high IT service quality to the owners of key applications while lowering the overall cost of ongoing application delivery and support.”

This takes virtualization and automation technologies as the basis for delivering IT as a service, spanning the 'internal' and 'external' cloud to create a new type of data center in which applications are created and deployed based on dynamic business requirements.

“We’re pleased to be part of the EMC Select Program. The Symmetrix V-Max storage system is a perfect solution for SAP landscape deployments, especially when combining virtualized and physical systems,” said Stefan Kraus, Managing Director of fluid Operations. “This way we can, for example, provision complete landscapes of 10 or 15 SAP instances within minutes, with unprecedented scalability through optimized resource allocation while allowing uncompromised performance.”

The fluidOps eCloudManager is available immediately through EMC Select. Visit www.fluidops.com/EMC for more information.

About fluid Operations

Headquartered in Walldorf, Germany, fluid Operations (fluidOps) is a provider of innovative cloud management software for complex, virtualized enterprise application environments. This includes creation of a flexible cloud infrastructure, rapid system / SAP landscape provisioning, self-service portal, as well as the automated handling of daily operations of an enterprise or public cloud data center.

For more information, press only:
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