

News

fluidOps Announces “Infrastructure as a Service for EMC® VSPEX™ Starter Package” at VMworld Europe

October 9, 2012

Walldorf/Baden, Germany – fluid Operations, the leading provider of enterprise cloud management solutions based on semantic technologies, announced today the availability of a promotional “Infrastructure as a Service for EMC® VSPEX™ Starter Package”. The announcement was made to coincide with VMworld Europe taking place from October 9 to 11 in Barcelona, Spain, where fluidOps is exhibiting at booth #E620. The promotion is available throughout the whole duration of VMworld Europe 2012.

“Infrastructure as a Service for EMC® VSPEX™ Starter Package” Overview

The “Infrastructure as a Service for EMC® VSPEX™ Starter Package” is designed to give prospects a first impression of the eCloudManager™ platform and to allow them to discover how easy it is to manage and consume infrastructure resources on-demand. The starter package includes the following features delivered by the eCloudManager:

- Storage and compute integration and monitoring¹
- Automatic VM discovery and correlation to the attached storage
- Automated provisioning of new VMs using a self-service portal (limited to 20 VMs)

The starter package can be extended to a full eCloudManager license at any point in time to e.g. include support for further hardware or application vendors and additional eCloudManager features such as Storage as a Service, Landscape as a Service, data center analytics, dashboarding and reporting, event and policy management, self-services, and collaboration.

How to Register

Interested prospects can register for the “Infrastructure as a Service for EMC® VSPEX™ Starter Package” by either visiting fluidOps at booth #E620 at VMworld Europe from October 9 to 11, or online at <http://www.fluidops.com/iaas-for-emc-vspex-starter-package-2012>.²

Innovative ‘IT as a Service’ Solutions Powered by eCloudManager

The eCloudManager from fluid Operations delivers an out-of-the-box solution for infrastructure and cloud monitoring, management and orchestration. It leverages semantic technologies and an in-memory database, and can integrate various resources, including but not limited to enterprise storage, compute (both physical and virtual), networks, applications, business resources – such as external CRM systems, ticketing systems, project and product catalogs, or any other data sources – or third party infrastructure management tools.

Based on the semantic integration of heterogeneous data sources and on its ability to fully automate processes across infrastructure and application layers and to include IT project management tasks and workflows, the eCloudManager provides for the first time a holistic overview of the complete data center thus delivering innovative 'IT as a Service' solutions. This allows enterprises to not only innovate their business processes but also to significantly reduce the TCO of their IT resources, improve IT efficiency and increase overall IT service quality.

Using the eCloudManager, end users can consume everything from desktops, to compute resources (Infrastructure as a Service), to storage resources (Storage as a Service), to enterprise application landscapes (Landscape as a Service), to service extensions (e.g. patches, customized reports, etc.) in a cloud-like manner, while significantly reducing the time usually spent on manual tasks.

The eCloudManager delivers:

- Semantic integration platform using open standards for innovative 'IT as a Service' solutions – consume Infrastructure as a Service, Storage as a Service, Landscape as a Service, and Data as a Service with one single tool
- Single pane of glass to offer a complete view of your data center, incl. storage, hypervisor, applications, or any business resources – both extensible and adaptable to allow for on-demand integration of additional data sources
- Significant cost and time savings through automated operations by reducing or eliminating manual tasks and processes
- IT intelligence, collaboration and semantic master data management – correlation of technical and business data, documentation, knowledge, reports and dashboards tailored to your needs
- Self-Service access to IT as a Service – consumption of IT services without pre- or post-configuration, including metering and billing information
- Application Orchestration – support for SAP®, Microsoft®, Oracle®, Citrix®, Active Directory and automated clone and post-clone operations

¹The "Infrastructure as a Service for EMC® VSPLEX™ Starter Package" is limited to the following providers: EMC® VNX® storage families, VMware® vSphere™ 4.0 or newer, Cisco® UCS®

²This promotion is only available throughout the duration of VMworld Europe 2012, taking place from October 9 to 11, 2012.

About fluid Operations

fluid Operations® (fluidOps), an innovative software company headquartered in Walldorf, Germany, provides an open platform which allows for the semantic integration of structured and unstructured data across business and IT stacks. This basis is leveraged to deliver our cutting-edge infrastructure and cloud monitoring, management and orchestration solution, the eCloudManager®, as well as the Information Workbench®, a cloud-based Linked Data and Big Data management platform. Together, the two products deliver the flexibility needed to optimize information management, data integration, self-service IT, IT operations, and IT service management. Gartner Analysts named fluidOps, “Cool Vendor” in 2010. fluidOps’ Conference Explorer won the Linked Data-a-Thon at the 2011 International Semantic Web Conference and was placed in the WWW 2012 Metadata Challenge. For more information about fluidOps and its products and solutions please visit www.fluidOps.com.

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