



## **Adaptivity Raises \$7.2 Million Round of Financing**

Company focused on design and optimization of enterprise IT infrastructure closes Series A funding

CHARLOTTE, NC – October XX, 2010 – [Adaptivity, The IT Blueprint Company](#), provides an intelligent IT blueprinting software suite to help companies manage and optimize enterprise technology infrastructure, announced today that it has raised a \$7.2 million round of venture capital financing.

The Series A round of funding, which is the company's first institutional financing, was co-led by [Noro-Moseley Partners](#) and [Intersouth Partners](#). The funding will be used to accelerate product development on Adaptivity's Blueprint 4IT Lifecycle Suite™ and build out sales and marketing infrastructure to support growing market demand.

Katrin Burt of Intersouth Partners and Mike Elliott of Noro-Moseley will join the company's Board of Directors. Additionally, George Mackie, a venture partner with Noro-Moseley with 25 years of experience in the technology industry, will join Adaptivity as non-executive chairman working closely with the executive management team.

Adaptivity's [technology](#) platform allows companies to create IT blueprints tailored for specific audiences and is used to make informed, data-driven intelligent design, build, and runtime decisions in managing complex enterprise infrastructure environments. Whether seeking to implement a cloud delivery model, optimize a datacenter, or rationalize applications portfolios, Adaptivity's patented approach to dynamically generating IT blueprints enables clients to control and manage all facets of the infrastructure lifecycle.

"Adaptivity's tools are completely unique in the market," said Mike Elliott, Managing Partner of Noro-Moseley Partners. "More importantly, they're delivering exactly what enterprise IT needs, providing cost benefits, time-to-market benefits and a unique ability to link business processes to IT, thereby providing a path to infrastructure optimization that's not possible otherwise."

"Business demand and IT supply have to be modeled on a continuous basis in order to be effective," said Tony Bishop, President and CEO of Adaptivity. "Our technology creates a unique value proposition for our clients and partners in terms of speed and quality of execution. Our 'living blueprint' not only allows an enterprise to have an intelligent, business-aligned IT design, it provides a repository of institutional knowledge that can be consistently leveraged in response to changing IT business demand. Our blueprints create an environment of trust around the key information needed to make IT decisions."

**About Adaptivity**

Adaptivity helps enterprise IT customers transform the infrastructure environments by providing an intelligent decision support platform utilizing enterprises and vendors expert knowledge for designing, deploying and operating IT systems. For more information, visit [www.adaptivity.com](http://www.adaptivity.com).

**About Noro-Moseley**

Noro-Moseley is a leading venture capital firm bringing energy, connections and domain expertise to the strongest entrepreneurs in the Southeast. The firm invests in promising start-ups and early-growth-stage companies in the technology, healthcare and business services industries.

**About Intersouth**

Intersouth Partners is one of the most active and experienced venture capital firms in the Southeast, having invested in more than 100 private companies. Founded in 1985, Intersouth manages \$780 million in seven venture capital limited partnerships, making it the largest venture capital fund in North Carolina and one of the largest in the Southeast.

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