



Service Oriented IT Requires ADAPTIVITYSM

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Adaptivity Finishes First Year with First-Rate Success

*Data Center IT Architecture Consulting Firm Establishes Solid Inaugural Year
with Stellar Customer Growth and Market Leadership*

CHARLOTTE, N.C. – Dec. 17, 2008 – Adaptivity, the premier data center IT architecture consulting firm, today announced the tremendous success and dynamic growth it experienced in its first year of business. Founded in February 2008 by former senior IT executives from Wachovia and Bank of America, Adaptivity empowers IT organizations to solve execution gaps and maximize IT's impact on shareholder value. Led by CEO Tony Bishop, widely regarded as a pioneer in next-generation data centers, Adaptivity signed 14 customers in 2008 – enabling all of them to differentiate their businesses through IT.

With core areas of expertise in IT strategy, architecture and operating models, Adaptivity helps firms succeed in driving business-aligned, service-level improvements, while dramatically lowering costs. Uniquely positioned to understand and address the needs of the financial services industry, Adaptivity was contracted to drive the data center transformation for a Fortune 100 diversified financial service firm and create an SOA design program for Japan's third-largest banking institution. Additionally, Adaptivity was chosen to design and develop managed services utility operations for one of the largest engineering firms in the United States.

"Next year will certainly be one of change, and the technology industry is no exception," said Bishop. "Increased consolidation is on the horizon and with the critical migration of IT services that comes with it, organizations need to be prepared. Companies should also expect to see the convergence of SOA, utility computing, Real-Time Infrastructure (RTI) and virtualization into a hybrid cloud offering – a dynamic shift that will call for extra organization in the data center."

In addition to its rapid customer growth, Adaptivity also created significant industry visibility:

- Bishop was contracted to write a book entitled, "Next Generation Data Centers in Financial Services: Driving Extreme Efficiency and Cost Savings," which will be slated for release in Q3 2009.
- Adaptivity was the featured publisher for *Wall Street and Technology's* "Next Generation Data Center Blue Print," providing several informational [articles](#) and [Webcasts](#).
- Adaptivity executives were featured as subject matter experts in more than 18 publications, including *Baseline*, *Financial Times* and *Virtual Strategy Magazine*.
- Many of the executives keynoted at numerous industry events, including the 2008 Virtualization Summit, DataCenter Dynamics and *Waters USA*.
- Bishop and Adaptivity's Chief Scientist Sheppard Narkier continued to make frequent contributions to leading technology blogs on InfoWorld.com, Network-World.com and InternetEvolution.com.
- Adaptivity hired COO Bill Frontera, former Prudential and Chase Manhattan operations executive, to drive operational excellence in support of growth.

About Adaptivity

[Adaptivity](#) helps IT organizations solve execution gaps and maximize impact on shareholder value. Adaptivity institutionalized its award-winning, proven track record into three core execution areas of IT Strategy, IT Architecture and IT Operating Models. The company is differentiated through its ability to help firms rapidly and incrementally succeed in driving business-aligned, service-level improvements, while dramatically lowering costs. Adaptivity's Service Oriented IT (SOIT) Transformation Program, including its ADIOSSM Methodology, Fit-for-PurposeSM Design Framework and Quality-of-ExperienceSM Maturity Model, serve as catalyst mechanisms to enable firms to differentiate their businesses through IT.