



## DataSynapse and Adaptivity Partner to Deliver on Next-Generation Data Center Initiatives

### Joint Technology and Services Turn Key Offering for the Global 3,000 Companies Enables the Next-Generation Data Center

SAN FRANCISCO – August 5, 2008 – DataSynapse, Inc., a world leader in dynamic application service management software for the next-generation data center, announced that the company has entered into a joint services agreement with Adaptivity, Inc. to deliver the services and technology that enable organizations to rapidly transform to next-generation data center infrastructures.

One of the biggest barriers to business execution and innovation today is dealing with data center complexity. As a result, the majority of IT budgets are allocated to keeping the lights on and containing infrastructure sprawl. This, in turn, limits the amount of IT funding for business innovation. To break this cycle, successful organizations are implementing a "demand driven – efficiency tailored" operational design approach to transform their data center infrastructure and operations.

"Data center managers are looking for proven technology that can drive efficiency and better align business and IT," said Tony Bishop, CEO at Adaptivity. "With this offering, we are delivering a repeatable set of technologies and services that can help transform organizations to the next-generation data center model."

DataSynapse and Adaptivity have combined their technology platform and best practices to help firms to consolidate, virtualize, and sustain a next-generation data center infrastructure. Currently the organizations are jointly involved in multiple client engagements with Global 3,000 companies. Both organizations collaborate together with leading ecosystem providers across the data center infrastructure stack.

"With this joint offering, we are making next-generation data center initiatives more manageable for organizations," said Peter Lee, CEO at DataSynapse. "We are now able to help organizations eliminate the inflexible silos of systems and infrastructure that constrain growth, efficiency, innovation, and consistent customer experience."

Come and learn more about this offering from DataSynapse and Adaptivity executives at the Next Generation Data Center Conference & Expo, August 5 – 7, 2008 at the Moscone Center in San Francisco at booth #826.

### About Adaptivity

Adaptivity helps IT Organizations solve execution gaps and maximize IT's impact on shareholder value. We have institutionalized our award winning and proven track record as end user practitioners into three core execution areas of IT Strategy, IT Architecture and IT Operating Models.

We differentiate through our 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 includes: ADIOS<sup>SM</sup> Methodology, Fit-for-Purpose<sup>SM</sup> Design Framework and Quality of Experience<sup>SM</sup> Maturity Model, which serve as catalyst mechanisms to enable firms to differentiate their business through IT.

For more information, please visit [www.adaptivity.com](http://www.adaptivity.com).

### About DataSynapse

DataSynapse is a world leader in dynamic application service management software for the always on, always responsive data center. The DataSynapse platform is used by leading organizations to deliver, manage, and optimize scalable enterprise-class application services. DataSynapse provides a standardized, automated approach to configuring, activating and scaling enterprise applications in real-time environments for many of the world's leading companies. For more information, please visit [www.datasynapse.com](http://www.datasynapse.com).

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