ADAPTIVITY

Service Oriented IT Requires ADAPTIVITY[SM]

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MEDIA ALERT

Adaptivity CTO to Speak at DataCenter Dynamics 2008

James Houghton to Demystify Cloud Computing at Dallas Conference

WHAT: Adaptivity, the premier data center architecture consulting firm, today announced that Jim Houghton, its chief technology officer (CTO), will speak at the 2008 DataCenter Dynamics Conference in Dallas on Thursday, Dec. 11. DataCenter Dynamics, the world's largest gathering of professionals involved in the design, build and operational management of 24/7 mission-critical IT facilities, is hosting the one-day event to educate data center professionals with the latest strategies and best practices.

Houghton's "To Heck with the Cloud" presentation will help event attendees to differentiate cloud computing hype from reality and provide tips to build their own service-oriented data centers.

Taking the data center world by storm, cloud computing can be extremely beneficial when done right – yet it's often driven by the inadequacies of enterprise data centers. By correcting these issues and adopting best practices, IT can make the most out of existing resources and still glean significant business benefits. In his presentation, Houghton will:

- Evaluate current design approaches
- Define service-oriented data centers
- Discuss mapping supply, demand and infrastructure dependencies
- Realize best-in-practice benefits, including how to maximize application availability, manage virtual sprawl, identify optimization opportunities and standardize IT infrastructure

The former senior vice president of architecture and strategy at Bank of America, Houghton has led data center and infrastructure transformation initiatives across more than 40 data centers. A premier expert in virtualization, utility computing and cloud technologies, he has pioneered some of the leading best-practices in data center strategy, architecture, development and operations.

In addition, Houghton will also participate in an expert roundtable on virtualization, where he will answer the pressing questions about today's virtualization technologies and what the industry can expect in the future.

WHEN: To Heck with the Cloud
      Thursday, Dec. 11, 2008
      3:50 p.m.-4:30 p.m. CT

      Virtualization Expert Roundtable
      Thursday, Dec. 11, 2008
      4:30 p.m.-5:20 p.m. CT

WHERE: 2008 DataCenter Dynamics Conference
      Renaissance Dallas Richardson Hotel, Dallas
      Thursday, Dec. 11, 2008
      http://tinyurl.com/yyn2b2

About Adaptivity

Adaptivity (http://www.adaptivity.com) helps IT organizations solve execution gaps and maximize im-pact 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 ADIOS^{SM} Methodology, Fit-for-Purpose^{SM} Design Framework and Quality-of-Experience^{SM} Maturity Model, serve as catalyst mechanisms to enable firms to differentiate their businesses through IT.

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