



## **DataSynapse and Adaptivity to Host Webinar On**

### **Harvesting Disaster Recovery Resources as On-Demand Computing Capacity**

NEW YORK – Nov. 26, 2008 – [DataSynapse](#), a world leader in dynamic application service management ([DASM](#)) software for the next generation data center, and [Adaptivity](#), a premier data center architecture consulting firm, will host a free webinar entitled [“Harvesting Disaster Recovery Resources as On-Demand Computing Capacity”](#) on Dec. 3 at Noon ET. Ivan Casanova, vice president of product management and product marketing, DataSynapse, and Tony Bishop, founder and CEO of Adaptivity, will discuss how joint customers are using the DataSynapse platform to safely maximize the use of disaster recovery and test environment resources to improve data center utilization, and improve the performance of critical enterprise applications against SLAs. The Adaptivity team has extensive experience implementing DataSynapse’s platform for Dynamic Application Service Management ([DASM](#)) to plan disaster recovery initiatives and better utilize on-demand computing resources.

At this instructive one-hour webinar, you’ll learn how to:

- Increase utilization in the data center by harvesting idle disaster recovery resources
- Create shared pools of disaster recovery resources that can dynamically provision themselves when needed to support failover of critical applications
- Improve service levels of critical applications against SLAs
- Develop a more predictable view of future data center requirements to better manage costs and resources

To register, go to: <http://webinars.datasynapse.com/?elqPURLPage=51>

### **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 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.

## **About DataSynapse**

DataSynapse is a world leader in dynamic application service management ([DASM](#)) 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 <http://www.datasynapse.com>.

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