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Adaptivity Launches FUEL™

Expert Knowledgebase Suite Includes Proven, Repeatable Playbooks and Tools to Realize Demand-Driven IT Transformation

CHARLOTTE, N.C. – May 13, 2009 – Adaptivity, the IT Transformation Company, today announced Adaptivity FUEL™ (Flexible Unified Enterprise Library), an expert knowledgebase suite of proven practices, which includes playbooks, work products, blueprints, tools and methodologies that lay the groundwork for demand-driven IT transformation programs. FUEL is specifically tailored to the needs of applications and services that run within the business value chain.

The economic climate has radically altered today's business environment, leading to tighter budgets and a renewed need for operational efficiency. This makes it more important than ever for companies to evaluate IT strategies that better manage costs and establish IT as a strategic component of the business. In order to support and enable the business, IT must align and manage itself as a digital supply chain that can be tailored to meet high-level business demands.

Adaptivity FUEL has institutionalized its award-winning, proven approach into a template that any firm can use to accelerate systematic transformation of IT delivery. FUEL is optimized to address critical pain points, which are commonly found in business-critical applications or large consumers of infrastructure. This is accomplished through the use of forensics and top-down design principles that facilitate infrastructure remediation with the goal of achieving a 90-day return on investment (ROI).

The FUEL transformation library enables any company to drive true IT transformation, by providing techniques for decomposing a business value chain into its corresponding workload characteristics – helping to align business and IT.

"Businesses must quickly adapt to a dynamic environment that is continually driven by global competition, regulations and ever-increasing risk," said Tony Bishop, founder and CEO, Adaptivity. "IT must be able to respond quickly while mapping investments back to business activities, and for that they need a new approach. FUEL is the answer."

The FUEL library provides:

- **Expert Knowledgebase:** Techniques needed to systematically break down the infrastructure requirements based on business operations – making it easy to tailor infrastructure computing environments and IT delivery. Numerous templates are included, such as workload, design and implementation patterns, deployment models and engineering problem sets.
- **Numerous Playbooks:** Eighteen "how-to" guides to resolve specific problems by establishing new IT capabilities that are introduced as transformational building blocks that innovate architecture, engineering and IT operational disciplines. Each playbook contains patterns and blueprints, along with a project outline that can be tailored as needed.
- **Rapid Enablement of New Capabilities:** FUEL building blocks can be further exploited in other areas of the business by selecting multiple applications/services with similar workload requirements. As additional FUEL building blocks are introduced, companies can methodically change their IT delivery through a reorientation of how the business organizes, architects, engineers and manages their IT ecosystems.

Complete transformational program templates are included in FUEL to rapidly execute:
- [Critical Business Application Optimization](#)
- [Enterprise Cloud Service Delivery](#)
- [Data Center Transformation](#)
- [Virtual and Dynamic Infrastructure](#)
- [IT Forensics Analysis](#)
- [Disaster Recovery Capacity Harvesting](#)

Recently, [Adaptivity partnered with Unisys](#) to join its FUEL suite and the Unisys RTI solution with the Unisys 3D Blueprinting methodology. This services-driven approach provides clients with greater visibility into linkages and relationships among various levels of the organization, enabling them to see the impacts of critical decisions in advance.

About Adaptivity
[Adaptivity](#), the IT Transformation Company, has changed infrastructure computing for the enterprise as we know it. Adaptivity's products, programs and applied expertise enable enterprises to run IT like a business. With a template of proven methodologies and solutions, Adaptivity empowers firms to execute incremental, systematic transformation of IT delivery one application or volume at a time – gaining application performance of up to 50 percent and improving the Return on Equity (ROE) of IT investments by up to 20 percent. Adaptivity FUEL^{TM} (Flexible Unified Enterprise Library), the company's suite of proven IT analytics and engineering tools and practices, provides firms with the foundation they need to deliver demand-driven IT transformation.

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