



ADAPTIVITY the IT Transformation Company™

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## **Adaptivity CEO Tony Bishop to Speak at Uptime Institute's Lean, Clean & Green Symposium**

*Bishop to Discuss Data Center Efficiency; CTO Jim Houghton to Lead Panel  
on Cloud Computing and SaaS*

**WHAT:** Adaptivity, the enterprise IT transformation firm, today announced that two of its senior executives, Tony Bishop, chief executive officer (CEO) and Jim Houghton, chief technology officer (CTO), will lead sessions at Uptime Institute's Lean, Clean & Green Symposium in New York. The Symposium, being held from Monday, April 13, to Thursday, April 16, is an agenda-setting event focused on data center efficiency with sessions on everything from energy efficiency to design resourcefulness.

Bishop will be presenting "Data Center Effectiveness – A Demand-Driven Approach to Green IT," where he will cover the cost and energy efficiencies that companies can achieve by aligning data center supply with business demands.

Gaining efficiencies through incremental changes are at a point of diminished returns. To make a large impact in reducing your data center's carbon footprint, an environment management change is needed. In his session, Bishop will outline how attendees can understand workload characteristics and drive the implementation of tailored operating platforms that are more effective and efficient.

Houghton will be leading the panel "Cloud Computing and SaaS," helping to educate attendees on the challenges, benefits and best practices for implementing cloud computing and SaaS in today's green data center. 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 world's best-practices in data center strategy, architecture, development and operations.



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**WHEN:** Data Center Effectiveness – A Demand-Driven Approach to  
Green IT

Wednesday, April 15, 2009  
3:15 p.m.-3:45 p.m. ET

Cloud Computing and SaaS  
Wednesday, April 15, 2009  
4:00 p.m.-4:50 p.m. ET

**WHERE:** [Uptime Institute's Lean, Clean & Green Symposium](#)  
Hilton New York, New York  
April 13-16, 2009

#### **About Adaptivity**

Adaptivity (<http://www.adaptivity.com>) 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<sup>SM</sup> Methodology, Fit-for-Purpose<sup>SM</sup> Design Framework and Quality-of-Experience<sup>SM</sup> Maturity Model, serve as catalyst mechanisms to enable firms to differentiate their businesses through IT.

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