

## RabbitMQ / Canonical Press Release

### Rabbit Technologies and Canonical announce teaming agreement

*Creators of RabbitMQ partner with Ubuntu sponsor Canonical to promote open standards in the emerging cloud computing space*

London: October 08, 2009 -- Rabbit Technologies Limited (Rabbit), the company behind the leading open source messaging implementation – RabbitMQ, today announced the signing of a formal teaming agreement with Canonical.

Since its launch in October 2004, Ubuntu has become one of the most highly regarded Linux distributions with millions of users around the world and is the centre of a global open source software ecosystem.

In April this year, Canonical previewed its Ubuntu Enterprise Cloud (UEC), a system designed to simplify the creation, optimization and management of cloud environments for private organizations based on Ubuntu 9.04 Server Edition and Eucalyptus Systems cloud tools. UEC is geared to organizations that would prefer to keep their cloud deployments on-site and behind the enterprise firewall.

RabbitMQ is the most widely adopted – and fastest growing – AMQP messaging platform, a 100% open standard that provides a simple, powerful and interoperable way to send messages between applications, across networks and in the cloud. RabbitMQ can be used to develop massively scalable distributed applications in the cloud and has been distributed by Canonical since Ubuntu 9.04.

Rabbit has taken this opportunity to partner with Canonical to develop synergies resulting from their shared emphasis on open-source and to promote open standards in the evolving cloud space.

“With UEC leading the charge towards cloud standardisation we are delighted to bring the benefits of RabbitMQ's open AMQP messaging to the UEC ecosystem.”, said Alexis Richardson, founder and CEO of Rabbit, “Managing applications in the cloud means moving data around to wherever and whenever it is needed and our customers know RabbitMQ is the best way to achieve this. UEC users of RabbitMQ demand zero lock-in, low cost of integration at scale and enjoy the support of hundreds of deployments worldwide”.

“We want to be sure our users can navigate safely into the cloud”, said Simon Wardley, software services manager for Canonical, “and we see this working according to three rules. Rule one is to build on their own infrastructure. Rule two is moving between their infrastructure and an external provider. Rule three is switching between providers. RabbitMQ provides an important message bus in the cloud that enables applications to interoperate without dependency upon a proprietary solution. It will play a significant role in the future of cloud switching.

#### About Rabbit Technologies

Rabbit is the commercial organisation that develops and supports the RabbitMQ

messaging platform. RabbitMQ is the leading AMQP message broker – the open standard for business messaging. For more information please visit the RabbitMQ web site at <http://www.rabbitmq.com> or contact the team behind RabbitMQ at [info@rabbitmq.com](mailto:info@rabbitmq.com).

### **About Canonical**

Canonical provides engineering, online and professional services to Ubuntu partners and customers worldwide. As the founder of the Ubuntu project, Canonical is committed to the production and support of Ubuntu - an ever-popular and fast-growing open-source operating system. It aims to ensure that Ubuntu is available to every organisation and individual on servers, desktops, laptops and netbooks. Canonical partners with computer hardware manufacturers to certify Ubuntu, provides migration, deployment, support and training services to businesses, and offers online services direct to end users. Canonical also builds and maintains collaborative, open-source development tools to ensure that organisations and individuals can participate fully in innovations within the open-source community. For more information, please visit [www.canonical.com](http://www.canonical.com).