



flexibility comes first

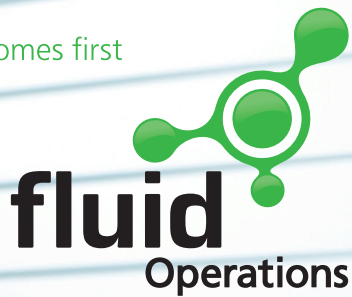


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The fluidOps eCloudManager™ Product Suite is a software solution that is targeted at the management of enterprise-class mission-critical application landscapes. It uses cutting edge virtualization, Web 2.0 and semantic integration technologies to provide essential rapid provisioning, system-wide monitoring and administration capabilities to increase IT operations productivity, reduce time needed to correct problems, and eliminate wasted time.

Manage IT Like an eCloud

Leveraging its semantic integration foundation and the partnerships with major storage, virtualization, network and application vendors, the fluidOps eCloudManager™ is able to deliver pre-packaged end-to-end integration and application management across the IT stack. Multiple VMware infrastructures, Hyper-V landscapes, and EC2 instances can be managed and controlled from eCloudManager's simple user interface - it's really „one console to rule them all!“

Converging capabilities in one place allows to abstract from underlying system complexities and provide a uniform GUI and wizard experience that makes up a large part of the value delivered. Access is provided either within the browser-based eCloudManager™ environment or as seamless plug-in to e.g. the vSphere GUI for the VM management, and ElasticFox for the self-service portal.

Fluid (SAP) Application Landscapes

Targeting mission-critical application landscapes, the eCloudManager™ enables virtual application

landscape (VL) management that includes the rapid provisioning, monitoring and ongoing change of complete and ready-configured system landscapes. The results are unprecedented virtualization benefits of system flexibility, automation and unified controls.

IT departments gain the necessary flexibility to support change management of processes, and accommodate company-specific and vertical-specific needs by leveraging the powerful capabilities of the underlying storage, virtualization, networking and application systems in a seamless management environment.

fluidOps solves today's complex cloud computing challenges with truly innovative technologies to enable automated solutions where IT is delivered as a utility, and internal or external customers gain complete control over cost, performance, and service level agreements.

Complete Set of eCloud Management Capabilities

The fluidOps eCloudManager™ Product Suite consists of the Foundation that provides e.g. the semantic integration and VMFS driver capabilities, and on top the following Editions that package the features as to main use cases:

- **Infrastructure Edition:** The industry's first solution to monitor and manage CPU and storage virtualization across different virtualization and storage providers through a unified, functional and graphic interface; rapid VM provisioning utilizing multi-vendor server virtualization and storage technologies; first release orchestrates VMware Virtual Infrastructure and NetApp filer technology. EMC support is expected in Q3 '09.



- Manage CPU, storage and application virtualization through a single pane of glass
- Rapid VM provisioning utilizing multi-vendor server virtualization and storage technologies



- Provisioning, management and maintenance of multi-tiered multi-system SAP enterprise application landscapes
- Advanced, hands-off integrated SAP monitoring



- Portal for all internal application clients with hybrid consumption of internal and external resources (compatible with the EC2 Cloud Portal from Amazon)
- Metering and billing



- Semantic integration technologies (patent pending)
- Extensible Backend Services covering heterogeneous hardware / data sources, using SOAP, REST, SNMP, SSH
- VMFS driver to decouple storage and virtualization layers (made available to open-source community)
- Event/condition/action system, with integrated Groovy and Java shell for interactive scripting

Feature overview of the eCloudManager 2.0



- **SAP Edition:** Rapid provisioning, management and monitoring of multi-tiered multi-VM enterprise application landscapes; application (VM) templates for immediate application content or custom versioning; monitoring of all SAP relevant systems based on data sources
- **Self-Service Edition:** Self-service portal for on-demand provisioning of application landscapes for development / value prototyping, testing and production

Taken together the eCloudManager™ Editions comprise a whole range of features that can be seen as building the backbone of best-practices of running many parallel enterprise landscapes in a virtual setting. fluidOps eCM is software that helps companies to capitalize on their best ideas and processes based on a productive and dynamic IT system environment, by addressing the hurdles and inefficiencies inherent in diverse back-end systems to increase flexibility and automation to empower IT alongside business.

Development Partners



The eCloudManager™ features are comprised of best-practices codified as a result of an industry-leading collaboration with SAP Value Prototyping and GOPA ITC services, accumulated across more than 190 customers and 1700 installations. This partnership continues to provide

real-life lab solutions for any kind of SAP application or infrastructure topic, deploying custom application landscapes in a matter of days, on a large computing infrastructure with capsulated virtual private data centers for each client.



Much of the innovation and embrace of open source sharing of ideas goes back to close ties and teaching engagements at e.g. The Research Center for Information Technology in Karlsruhe (<http://www.fzi.de/>) and the connected Karlsruhe Institute of Technology (KIT), with projects ranging from cloud computing test-beds to research on the economics of clouds.

Technology Partners



Our products interface and integrate with many different technologies like HP Storage, VMware, Microsoft Hyper-V, Citrix XenServer and others. As such fluid Operations maintains close relationships with these key IT providers, and is also always looking for new opportunities.

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