



Press Release

Food Manufacturer Realizes Millions in Potential Savings from Disaster Recovery Project Using Racemi Software

*Racemi Server Provisioning Software Plays Key Role
Helping Rapid Recovery of IT Systems*

ATLANTA, February 6, 2009 – A global food and beverage leader is using software from Racemi Inc. to improve its IT disaster recovery capabilities and reduce potential downtime that could cost the company millions of dollars due to days lost while restoring IT systems.

The food manufacturer did a study to determine the impact in the event of a complete loss of a data center. As part of the project, the company ranked its applications as tier 1 mission-critical, tier 2 and tier 3 so that priorities were set in terms of how its IT systems would be brought back into production.

The company needed to be sure it could quickly recover its IT operations from a disaster, and a portion of this study compared the productivity improvements that image-based server provisioning software from Racemi could deliver. That study drove its decision to implement the Racemi DynaCenter software for disaster recovery with image-based provisioning and automation capabilities.

Lawrence Guillory, vice president of sales and marketing at Racemi, said the IT director who led the disaster recovery project implementation wanted to stay within his existing budget, yet find a way to dramatically recover systems faster than its current methods. The Racemi technology helped realize those goals because DynaCenter can move system workloads from any-to-any environment (P2P, P2V, V2P, V2V) providing much more flexible fail-over options.

The food manufacturer also was able to reduce back-up server costs due to Racemi's ability to automatically move systems to dissimilar hardware. Now, it uses a quick-ship model that will save even more operational costs, while driving an overall more efficient server recovery process.

If fully implemented across all data centers, it is estimated that this new rapid recovery implementation, leveraging Racemi image-based server provisioning software, could have a potential savings of more than \$16 million. This does not include estimated losses that could potentially come from lost suppliers, loss of customers, market share or earnings per share.

Racemi software uses virtualization and data center automation technology to capture the entire "personality" of a system, including Windows, Linux and UNIX operating systems, applications and storage and network configurations, in a single bootable image. This image has the ability to automatically migrate to dissimilar hardware, including physical and virtual systems, while maintaining the personality of the original server.

Additional details on Racemi DynaCenter product offerings are available at www.racemi.com/products.html.

About Racemi

Racemi, a virtualization company, provides a next-generation server imaging and migration technology, delivering the broadest platform support and price performance in the industry. With built-in support for physical and virtual migration, disaster recovery, and image capture and deployment across dissimilar hardware, Racemi provides simply more. For more information, visit www.racemi.com.

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