

### **Image-Based Provisioning Provider Named "Cool Vendor in IT Operations"**

**ATLANTA, April 14, 2009** – Racemi, a provider of cost-effective, image-based provisioning software for data center consolidation and disaster recovery has been named a 2009 "Cool Vendor" by Gartner.

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. Racemi Dynacenter software increases the speed and breadth of provisioning for projects such as disaster recovery, data center consolidation or automation for cloud computing.

According to the Gartner report, "Automating physical and virtual server image replication/restoration is an increasingly important success factor for data center consolidation and disaster recovery management."

"In my opinion, being recognized by Gartner is strong affirmation of our unique technology," said Charlie Watt, founder and chief technology officer, Racemi. "As companies continue to squeeze every bit of capacity out of their datacenters, it is important that these companies have the tools that automate recovery and backup across all of their platforms."

Gartner's definition of a "Cool Vendor" is a small company that offers technologies or products that are:

- Innovative - they enable users to do things they couldn't do before.
- Impactful - they have or will have business impact. It's not just "technology for the sake of technology."
- Intriguing - they have caught Gartner's interest or curiosity in the past six months or so.

The report title is "Cool Vendors in IT Operations, 2009" by Kris Brittain, et al published March 24, 2009 (Gartner ID Number: G00165550). The complete report is available to Gartner clients at [www.Gartner.com](http://www.Gartner.com).

#### **About Gartner's Cool Vendors Selection Process**

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

#### **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](http://www.racemi.com).

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