



Domino Sugar and Virtustream Deploy One of the Largest SAP Production Environments Running in the Cloud

*Virtustream's Enterprise Cloud, xStream, Provides Domino Sugar with Better Performance, Lower Costs,
Faster Disaster Recovery and Superior Elasticity*

Bethesda, Md.—October 7, 2010—Virtustream, Inc., a leading provider of Cloud infrastructure solutions, today announced that Domino Sugar (American Sugar Holdings, Inc. and its affiliates), the largest producer and distributor of sweetener products in North America inclusive of the Domino®, C&H®, Redpath® and Florida Crystals® brands, has deployed Virtustream's xStream Cloud platform in order to optimize its entire infrastructure which includes a multi-thousand seat SAP enterprise application system. This announcement marks one of the largest, if not the largest, SAP production deployments in a multi-tenant Cloud according to Sean Hackett, research director, The 451 Group.

"With several businesses operating in multiple countries around the world and new systems being added regularly, our IT infrastructure is incredibly complex. We knew we needed to leverage the Cloud and we found the xStream platform was the only solution available today that provided us with the right combination of performance and security worthy of our enterprise class requirements," said Don Whittington, chief information officer, Domino Sugar, and chairperson of America's SAP Users Group (ASUG) CIO Council. "As a result, our SAP production systems now operate up to twice as fast on xStream, are highly available and secure, and Virtustream's infrastructure utility-based deployment and pricing gives us the flexibility to rapidly add resources on demand."

Domino Sugar's critical production systems are driven by SAP, including enterprise resource planning, customer relationship management, invoice and orders systems, business intelligence, human capital management and payroll, among others. In addition, Domino Sugar runs Microsoft Exchange, Office and other third party standard and custom applications on xStream. Virtustream's platform offers guaranteed compute resources, data protection and industry leading SLAs to meet the stringent needs of a sophisticated, industry leading enterprise. The entire migration process took approximately ninety days.

"As enterprises gain experience with Cloud infrastructure, they will increasingly deploy mission-critical applications, including traditional complex enterprise applications," said Lydia Leong, research vice president, Gartner, Inc. "Cloud service providers need to have the operational expertise with these specific applications, and be able to offer solutions, not just raw infrastructure."

"Our founding objective at Virtustream was to bring to market the first consumption-based Cloud provisioning platform capable of supporting heavyweight back-office enterprise applications that until now had not benefited from the pooled resource efficiencies of the Cloud due to their i/o and memory intensive nature. We have accomplished precisely this with xStream," said Virtustream Co-Founder and

Chairman Rodney Rogers. “Security, performance and business continuity requirements are fundamentally different between companies and consumers,” said Kevin Reid, co-founder and CEO of Virtustream. “With xStream, we can now deliver private enterprise Cloud-worthy provisioning for any combination of business applications at public Cloud pricing.”

About Domino Sugar

Domino Sugar (www.dominosugar.com) is the largest manufacturer and marketer of refined sugar in the United States. All of the sugar based products are 100% pure cane sugar. The company markets and distributes products into three primary distribution channels. The Industrial channel consists of virtually every CPG company that uses sugar or sweeteners made from grain extracts in their manufacturing process. The Consumer channel features the three leading sugar brands (Domino®, C&H® and Florida Crystals®) in the USA. This channel also offers a full assortment of private label products. Our customers span all segments of the grocery business from traditional supermarkets, supercenters, club, drug, dollar and convenience stores. The Foodservice channel focuses on all establishments where food is consumed away from the home. These include restaurants, hotels, schools, hospitals, arenas and even prisons. All channels include a component that is export related. Our mission and commitment is to “Delight the Customer” each and every day.

About Virtustream

[Virtustream](http://www.virtustream.com) (www.virtustream.com) is an innovative Cloud provisioning firm committed to delivering “next generation” infrastructure services to enterprise class customers. We leverage our secure high performance platform, [xStream](#), to deliver highly available and elastic compute resources at true consumption-based pricing. Our [Cloud Services](#) are led with [Professional Services](#) expertise in the areas of Cloud adoption, migration and architecture strategies and infrastructure related integration services. We provide ongoing support for our Cloud Services with an [Application Services](#) group that offers a managed service from core infrastructure through enterprise applications. Virtustream owns and operates its own data centers in the U.S. and U.K., and has offices in Washington, D.C., New York, San Francisco, Atlanta, London, Dublin and the Channel Islands. Follow us on Twitter: www.twitter.com/Virtustream360.

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