



## **Domino® Foods Discusses Decision to Adopt Virtustream’s Cloud Computing Services at Gartner IT Summit**

*Well-Known Sweetener Brand Selects Virtustream Advisor Service as Part of xStream Deployment Aiming to Reduce IT Capital Expenses through Flexible Virtualized Environments*

**Bethesda, Md.—June 14, 2010**—Virtustream, Inc., a privately held infrastructure services firm, today announced that [Domino® Foods, Inc.](#), marketer of the country’s most well-known sweetener brands Domino, C&H and Florida Crystals, will join Virtustream at the [Gartner IT Infrastructure, Operations & Management Summit](#), held June 14-16 in Orlando, Fla. During the summit, Domino Foods CIO Don Whittington will discuss the company’s decision to select Virtustream’s cloud computing platform, xStream, and recent progress using Virtustream’s xStream Advisor to best understand Domino Foods’ computing needs and the best way to utilize cloud computing.

Domino Foods selected Virtustream to implement a solution that would reduce capital equipment costs, improve application availability and implement a disaster recovery plan. The company will migrate more than 100 systems—including mission critical SAP applications such as enterprise portals, CRM, invoice and orders systems—to the cloud computing environment, virtualizing the majority of its IT infrastructure. Virtustream’s xStream platform is a hybrid enterprise cloud platform with guaranteed compute resources, also known as Infrastructure Units, across aggregate client workloads, whether hosted in the company’s data center or installed on a customer’s premise.

As part of the initial on-boarding process, Domino Foods is leveraging Virtustream’s xStream Advisor, a data collection and analysis tool that evaluates how computing resources are used and provides a detailed blueprint that serves as the keystone for the cloud computing or virtualization strategy.

“Forward thinking companies realize the tremendous financial and efficiency benefits that cloud computing offers. Given the critical nature of our IT, we needed an infrastructure partner with a successful track record in designing and deploying virtualization and cloud computing environments,” said Don Whittington, chief information officer at Domino Foods. “This expertise is necessary because of the complexity of our SAP systems and the stringent SLAs that our business expects.”

At the Gartner summit, Whittington will discuss the progress of the Virtustream engagement to this point, as well as considerations for companies incorporating cloud computing into their overall IT strategy. The presentation, “The Cloud—A Sweet Spot for Domino Sugar,” is scheduled for Tuesday, June 15, at 4:15 p.m. Representatives from Virtustream, which is a silver-plus sponsor of the summit, will be demonstrating the company’s xStream platform in booth “T” throughout the event.

“The Gartner summit presentation from Domino Foods is timed at an interesting point in their cloud computing deployment, as they can provide direct perspective on the importance of proper cloud computing planning,” said Kevin Reid, chief executive officer at Virtustream. “Based on the numerous virtualization deployments that Virtustream has led, our methodology is proven to make our customers ‘cloud ready’ while telling us exactly what levels of cloud resources are necessary to meet the customer’s IT needs. Our patented on-boarding process provides valuable information so that our customers benefit fully from xStream, making their business operations more cost-effective while reducing their carbon footprint.”

### **About Domino Foods**

Domino Foods, Inc. ([www.dominosugar.com](http://www.dominosugar.com)) is the largest marketer of refined sugar in the United States. All of the sugar based products are 100% pure and all natural 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 ([www.virtustream.com](http://www.virtustream.com)) is an infrastructure services firm committed to helping clients actualize the enterprise cloud by providing strategy, integration and managed services leveraging virtualization technologies, and [xStream](#), our secure cloud platform. Virtustream delivers efficient infrastructure solutions, backed by guaranteed service levels and an industry leading resource-based pricing model, based on the company’s three pillars of service excellence including [Professional Services](#), [Cloud Services](#) and [Managed Services](#). Through a self-service, automated foundation built on nine years of virtualization expertise, Virtustream delivers flexibility that allows clients to capitalize on the flux of today’s dynamic business requirements. Headquartered in Washington, D.C., the privately held company also has offices in London, Dublin and the Channel Islands. Follow us on Twitter: [www.twitter.com/Virtustream360](http://www.twitter.com/Virtustream360).

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