



## Virtustream Joins Industry Leaders in Founding the Open Data Center Alliance

*Company's Experience Deploying the xStream Platform Vital to Alliance's Goals of Defining Cloud Infrastructure Requirements and Building Usage Models*

**Bethesda, Md.—December 2, 2010—**[Virtustream, Inc.](#), a leading provider of cloud services and next generation infrastructure solutions, today announced it is one of the founders of the [Open Data Center Alliance](#), an independent IT consortium comprised of global organizations—leaders in a wide array of industries—that have come together to provide a unified vision for long-term data center requirements. As a founding Alliance Adopter member, under the direction of a Steering Committee comprised of executives from global enterprises including BMW, JPMorgan Chase and Lockheed Martin, Virtustream will join industry peers as they resolve key IT challenges and fulfill cloud infrastructure needs today and into the future.

“The Open Data Center Alliance, comprised of a steering committee of companies with \$50 billion in annual IT spend, is evidence that cloud computing has reached a tipping point where global corporations understand the pooled resource efficiencies the cloud can deliver,” said Rodney Rogers, Virtustream co-founder and chairman. “Naturally, as enterprises move to adopt the cloud, they find themselves facing common challenges including concerns around performance, security and vendor lock-in. The alliance is the perfect forum for the type of collaboration that will ensure interoperability and shape the standards for cloud computing.”

Among the objectives of the Open Data Center Alliance, members will define usage models that support emerging data center and cloud infrastructure requirements in an open, industry-standard and vendor-agnostic fashion. Once complete, Alliance members will use the Open Data Center Alliance Usage Model Roadmap to guide their data center planning and purchasing decisions. As the Alliance builds out usage models, Virtustream will offer its deep expertise deploying and managing virtual environments and contribute technical guidance gained from pioneering the delivery of private clouds running within a multi-tenanted environment.

The xStream platform increases operational efficiency and ROI and offers greater financial flexibility through its consumption-based pricing. Because xStream is available as a dedicated or multi-tenant platform, on or off site, it has the flexibility and elasticity to accommodate a wide range of enterprise IT environments. Domino Sugar (American Sugar Holdings, Inc. and its affiliates), the largest producer and distributor of sweetener products in North America, recently deployed xStream to optimize its entire infrastructure, including a multi-thousand seat SAP enterprise application system, marking one of the largest SAP production deployments running in a multi-tenanted environment.

Another advantage to the xStream platform is that, by leveraging many years of workload automation within virtual-based infrastructures, it is fully optimized to enable cloud-based interoperability, allowing for dynamic workload management across the data center or data centers.

“We have developed and operationalized a methodology for enterprise cloud adoption and have successfully deployed enterprise IT environments onto xStream, so we understand the fundamental needs of global corporations in terms of performance, security and data protection,” said Kevin Reid, co-founder and CEO of Virtustream. “It’s critical that these needs are reflected as the Open Data Center Alliance creates usage models to truly advance the use of cloud computing technologies. We are eager to continue to collaborate with some of the most well-respected, forward-looking IT professionals to influence such a significant project.”

Virtustream’s state-of-the-art, secure data centers provide a resilient, high performance environment for IT operations. Its Cloud Services and Application Services offerings span a variety of services and technologies resulting in end-to-end infrastructure solutions that allow enterprises, service providers and small to medium-sized businesses to realize the efficiencies that can be gained from cloud computing, hosting and collocation: reduced operating costs, lowered risk of downtime, and the ability to deploy services and applications quickly.

### **About The Open Data Center Alliance**

The Open Data Center Alliance is an independent IT consortium led by global IT organizations – BMW; China Life; Deutsche Bank; JPMorgan Chase; Lockheed Martin; Marriott International, Inc.; National Australia Bank; Shell; Terremark; and UBS – who have come together to provide a unified vision for long term data center and cloud infrastructure requirements through the development of a vendor-agnostic Usage Model Roadmap. Intel Corporation serves as Technical Advisor to the Alliance at the direction of the Steering Committee. Open Data Center Alliance members have committed to the Open Data Center Alliance Usage Model Roadmap to help guide their data center planning and purchasing decisions.

Any company building cloud or data center infrastructure who is unencumbered by vendor interests is encouraged to apply for membership. For more information or to join, visit [www.opendatacenteralliance.org](http://www.opendatacenteralliance.org).

### **About Virtustream**

[Virtustream](http://www.virtustream.com) ([www.virtustream.com](http://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. Keep tabs on us with Twitter: [www.twitter.com/Virtustream360](http://www.twitter.com/Virtustream360).

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