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Brocade and fluidOps Partner to Advance Cloud Orchestration and Network Automation for EMC VSPEX Proven Infrastructure Solutions

Joint Integration Accelerates the Transition to the Cloud for Small and Mid-Sized Organizations

Las Vegas, – May 8, 2013 (EMC World) – Brocade, the leader in fabric-based data center networking solutions, and fluid Operations (fluidOps), a leading provider of cloud and data management solutions based on semantic technologies, today announced the completion of a technology integration project between Brocade and fluidOps to simplify and automate deployment, management and automation of EMC® VSPEX™ Proven Infrastructure solutions for small and mid-sized organizations.

Specifically, the combination of fluidOps eCloudManager and Brocade® VDX® Ethernet fabric and Brocade Fibre Channel SAN switches has been integrated and validated by both companies to achieve breakthrough levels of cloud automation and network management services for a complete EMC VSPEX Proven Infrastructures solution. Brocade networking innovation integrated with fluidOps eCloudManager allows customers to achieve new levels of operational efficiency by providing complete infrastructure management to enable simple, efficient and flexible virtualization solutions that scale to meet their needs.

The results of the joint integration activities, available now for production deployments, are being demonstrated at EMC World in booth #225 and at the Global Partner Summit.

“As increasing numbers of small and mid-sized organizations make the transition toward virtualization and the cloud, they are deploying EMC VSPEX solutions to mitigate the challenges associated with managing IT infrastructures and ensuring application availability,” said Jason Nolet, vice president of the Data Center Networking Group at Brocade. “Our integration efforts make this considerably easier, especially for businesses with limited IT staffs and resources, by enabling eCloudManager and Brocade network solutions to provide a complete data center view, including servers, networking, storage, hypervisors, applications and business resources.

“Through our partnership with Brocade, we have achieved unprecedented unified management capabilities that allow customers to extract the highest value out of their EMC VSPEX solutions by providing all of the components and workflows needed for IT to become a key enabler for business success,” said Dr. Andreas Eberhart, Managing Director at fluid Operations. “The result is significant cost and time savings through automated operations that reduce, and in some cases eliminate, manual tasks and processes.”

Simplicity in Operating EMC VSPEX Proven Infrastructure

EMC VSPEX Proven Infrastructure was designed with the purpose of offering customers a complete virtual infrastructure package to meet the challenge of transitioning their legacy IT environments into an agile, automated, cloud-ready infrastructure. With a modular design, VSPEX enables customers to accelerate their IT transformation and consists of partner hypervisor, server and network technologies along with EMC storage and backup solutions.

Acting as a unified management platform on top of EMC VSPEX, eCloudManager, a VSPEX Labs Validated solution, allows small and mid-sized businesses to utilize out-of-the-box functionalities for the management and orchestration of their IT environments. Customers can leverage the extensibility of the platform to perform comprehensive integration and automation tasks, and to build new solutions on top. By applying semantic technologies and following a “Linked Data” approach to data center management, eCloudManager enables the integration and correlation of data from disparate data sources, allows for the automation of data center operations and supports collaboration between various departments.

In any virtualization or cloud deployment, the network plays a critical role in the delivery and migration of data between virtual machines. Brocade cloud-optimized networking technologies are designed to seamlessly integrate and extend virtual compute resources in multivendor environments to help increase network performance, utilization and resiliency. Tested by EMC for interoperability and featured in EMC’s new VSPEX Labs, a variety of Brocade networking products can be selected for a customer’s EMC VSPEX Proven Infrastructure, including Brocade VDX switches, Brocade ICX® switches and Brocade Fibre Channel SAN switches.

About fluid Operations

fluid Operations® (fluidOps), an innovative software company headquartered in Walldorf, Germany, provides an open platform which allows for the semantic integration of structured and unstructured data across business and IT stacks. This basis is leveraged to deliver a cutting-edge infrastructure and cloud monitoring, management and orchestration solution, the eCloudManager®, as well as the Information Workbench®, a cloud-based Linked Data and Big Data management platform. Together, the two products deliver the flexibility needed to optimize information management, data integration, self-service IT, IT operations and IT service management. Gartner Analysts named fluidOps “Cool Vendor in the SAP Ecosystem” in 2010. In 2012,

fluidOps won the “Best in Cloud” Award in the category “Infrastructure as a Service – Private Cloud.” fluidOps’ Conference Explorer application won the Linked Data-a-Thon at the 2011 International Semantic Web Conference and was placed in the WWW 2012 Metadata Challenge. For more information about fluidOps and its products and solutions, please visit www.fluidOps.com.

About Brocade

Brocade (NASDAQ: BRCD) networking solutions help the world’s leading organizations transition smoothly to a world where applications and information reside anywhere. (www.brocade.com)

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