

Romonet launches world's first predictive modelling tool for data centres and ICT

Submitted by: Swarm Communications

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London, November 8, 2010: Companies designing, deploying and managing data centres and IT facilities can, for the first time, use predictive modelling to fully understand how designs or changes to facilities or IT workloads will impact their business, helping to reduce risk and drive down costs, with the launch of Prognose.

Developed by Romonet (<http://www.romonet.com>), and the world's first software of its type, Prognose accurately models the complex interaction and dependencies within a data centre environment to help users understand and control cost, energy use and risk throughout the entire data centre lifecycle.

Prognose does this by allowing users to design, build, operate and maintain data centres, based on a detailed simulation of equipment and facilities. By accurately modelling and comparing performance and operational efficiency, as well as providing cost predictions, across a wide range of variables, it allows users to understand the impact of any changes before committing capital or making any business or technical change. It also provides a detailed understanding of the true cost to deliver services – all without impacting business operations.

Two years in development, Prognose was the brainchild of leading data centre specialists Zahl Limbuwala, chief executive officer, and Liam Newcombe, chief technical officer – both of whom were leading industry contributors to the European Commission's Code of Conduct for Data Centres. They saw the need for business to be able to accurately account for cost, energy, capacity and carbon on a granular, per service level in order to understand and optimise data centre performance.

Set to be demonstrated for the first time at the DatacentreDynamics 2010 conference, London, Prognose is already being used by industry leading companies, including ARUP, Dell, hurleypalmerflatt, Iceotope and Thomson Reuters Markets.

Zahl Limbuwala, CEO at Romonet, said: "Being able to accurately account for cost, energy, capacity and carbon on a granular level is crucial in understanding and optimising data centre performance. This hasn't been possible before; up until now, data centre operators have made assumptions on future capacity and performance needs based only on metered data and historical information."

"That's where Romonet comes in," continued Limbuwala. "For the first time, Prognose not only provides users a view of how their data centre is performing now, but how it will perform in the future, with a level of accuracy that hasn't been possible before – this means that CIOs can make data centre decisions with certainty, bringing down both cost and risk."

Roy Illsley, principal analyst at Ovum, said: "Virtualisation is hitting the market today. With this move to cloud based IT, people do not know how to decide what to move to the cloud, what to keep internal, and what to outsource or co-locate. There'll be a big mash-up and it needs managing. Predictive modelling enables companies to analyse and compare scenarios and say whether the move makes sense or not. Such level of knowledge and information is a great basis to make decisions, based on better

assessments. A tool such as Prognose addresses all these issues.”

For more information about Romonet and Prognose, visit www.romonet.com.

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Notes to editors

About Romonet Ltd

Founded in 2006 by Zahl Limbuwala and Liam Newcombe, Romonet Limited is a privately held business based in the United Kingdom. The company provides the tools, software and consultancy which businesses need to accurately predict, account and manage cost within their cloud or data centre environment. Romonet’s management team has a heritage in the IT services industry and understands the challenges people at all levels face. For more information, visit www.romonet.com.

For more information about Romonet and Prognose, please contact:

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