

Stratavia Name Cool Vendor by Leading Analyst Firm



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Vendors selected for the "Cool Vendor report" are innovative, impactful and intriguing

DENVER, CO – APRIL 7, 2009 Stratavia (www.stratavia.com), the leading independent provider of intelligent data center automation software solutions, announced today that top analyst firm Gartner, Inc. has named Stratavia a "Cool Vendor", in 2009, in the "Cool Vendors in IT Operations, 2009" report by David Williams, et al.

This announcement follows the close of Stratavia's most successful year to date, continuing the company's pattern of robust growth and increasing recognition as the industry's leading independent provider of [data center automation](#) solutions. The company also recently announced expansion into Europe, with the opening of an office in the United Kingdom.

"Stratavia is honored to be included by Gartner as a 'Cool Vendor' in IT operations," said Thor Culverhouse, Stratavia's president and chief executive officer. "We've seen first-hand that the entire IT market is looking to RBA to drive greater operational efficiencies, specifically as an enabling technology for strategic projects. We've developed and released dozens of Solution Packs for this purpose and are helping organizations to build [cloud computing](#) infrastructures, manage releases, automate expensive application and [database maintenance](#) operations, etc."

While the velocity of operations IT infrastructure has increased, IT organizations continue to struggle with the complexities of maintaining their data center assets. Stratavia provides a comprehensive automation platform, Data Palette, which allows organizations to automate the manually intensive, repetitive administrative tasks (patches, refreshes, cloning, upgrades,

provisioning, etc.) that dominate the data center agenda today. Leveraging our institutional expertise in managing complex, heterogeneous environments, Stratavia also offers Solution Pack applications, which are purpose-built automation solutions for specific platforms and projects.

To access a complimentary copy of the report, please visit <http://www.stratavia.com/coolvendors.php>

About Gartner's Cool Vendors Selection Process

Gartner defines a cool vendor as a company that offers technologies or solutions that are: innovative, enable users to do things they couldn't do before; impactful, have, or will have, business impact (not just technology for the sake of technology); intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

For more information about Gartner or the Cool Vendor report, visit <http://www.gartner.com>.

About

Stratavia

Stratavia is a leading provider of Data Center Automation solutions. Stratavia's flagship solution, Data Palette, is based upon an intelligent Run Book Automation platform, which automates complex, error-prone, manually intensive yet repetitive IT administration tasks. Fortune 1000 companies rely on Data Palette to define, build and execute standard operating procedures, and report on mission-critical applications and IT operations. Founded in 2001, Stratavia is headquartered in Denver, Colorado and is privately held and venture funded by Adams Street Partners, Asset Management Company and Vista Ventures. For more information go to www.stratavia.com.

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