

FOR IMMEDIATE RELEASE**Nolio Empowers IT DevOp Teams with the First Application Service Automation Platform for Data Center Applications**

Increase Application Uptime and Reduce Operation Costs by Automating Application Deployment, Maintenance, Remediation and Recovery Processes for Physical, Virtual and Cloud Environments

SAN FRANCISCO – April 27, 2010 – [Nolio](#), an application service automation provider, today announced its application service automation platform ([Nolio ASAP](#)), the first application-centric solution designed to help IT operations and emerging DevOp teams [improve application release, maintenance and management](#) across the data center —reducing application failures, increasing IT productivity, and enabling operational agility to meet businesses needs.

“IT Operations and DevOp teams are struggling with the growing challenges and complexities of releasing and servicing applications in the data center - reliably, on time and with quality,” said Eran Sher, co-founder and Executive Vice President of [Nolio](#). “Existing infrastructure automation tools are limited and not built to handle application complexities, while manual and semi-automated approaches to application service tasks are uncoordinated, time-consuming, error prone and do not scale – draining both labor and budget resources. Nolio has set out to equip IT operations teams with an application-centric automation solution to manage and control the four key application services in the data center - deployment, maintenance, remediation and recovery.”

According to an independent report, “With approximately 75 percent of the operations’ IT budget spent on simply maintaining existing IT operations, improvements in automation can represent big savings... The organizational structure must change to revolve around new service models [and]... incentives must change to encourage adaptive behavior... It is almost certain that [organizations] will see substantial overall benefits in operational expenses and business agility if automation is approached right.” (“[IT Operations 2009: An Automation Odyssey](#),” Forrester Research, Inc., July 2009).

[Nolio ASAP](#) helps customers from across enterprise, online service and SaaS businesses:

- Collaborate across development and operation teams.
- Automate, control and manage application services on physical, virtual, and cloud environments.
- Decrease application downtime by 80 percent.
- Shorten application release time up to 90 percent.
- Cut the time and cost of servicing even the most complex multi-tier applications up to 75 percent.
- Audit, report and control application service operation compliance.

“As the leading provider of online engagement solutions, [LivePerson](#) helps more than 8,000 of the world’s leading online brands maximize the impact of the online channel,” said Zohar Friling, vice president of production operations for LivePerson. “Given the size of our user base, our IT operations team handles a large volume of weekly application updates in addition to our larger scale seasonal releases. Nolio has enabled us to automate application updates across our global data centers to ensure consistency and accuracy in our application releases. This, in turn, has helped to reduce time-to-market and increase operational agility.”

Useful Links

- [“Nolio Application Service Automation: An Application-Centric Approach to Datacenter Automation,” IDC, January 2010](#)
- [Link to Presentation on Slideshare](#)



- [Follow Nolio on Twitter](#)
- [Nolio's Blog](#)
- [Monty Python's Take on IT DevOps](#)

Nolio Application Service Automation Platform is available now. For additional details on how Nolio is to helping customers meet the growing challenges and complexities of releasing and managing applications across the data center please visit <http://www.noliosoft.com>.

About Nolio

Nolio (<http://www.noliosoft.com>), the leader in application service automation, is committed to helping customers meet the growing challenges and complexities of releasing and managing applications across the data center - increasing application uptime and reducing IT operation costs. Worldwide customers, enterprises, online services and SaaS businesses rely on Nolio ASAP to automate application deployment, maintenance, remediation and recovery processes for physical, virtual and cloud infrastructures - delivering automation solutions for application-centric IT. Seasoned management and technology leaders from varied areas of information technology, SaaS performance and delivery solutions founded Nolio in 2007.

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