

**FOR IMMEDIATE RELEASE****Nolio ASAP Extends Value of 'Big Four' Software Provisioning Tools**

*New Application-Centric Approach to Application Release Automation Meets Demands of IT Operations*

**SAN FRANCISCO – July 14, 2010 –** [Nolio](#), an application service automation provider, offers a solution to meet the needs of IT operations teams struggling with the growing challenges and complexities of releasing and servicing applications in the data center. Existing infrastructure automation tools, like BMC's BladeLogic, HP's Server Automation software, CA's Spectrum Automation Manager and IBM's Tivoli Provisioning Manager, are currently not built to handle application complexities as they take a more server-centric view of the data center. With Nolio's application-centric approach to release automation, the Nolio ASAP solution can extend the value of these infrastructure automation tools.

"Application deployment and updates are becoming critical business processes for many enterprises and must be performed consistently across any combination of computing resources, including physical, virtual, on-premise, and cloud environments," said Jasmine Noel, founding partner of Ptak, Noel & Associates. "When considered in that light, it is clear that the gap between development and operations must close and that the traditional infrastructure automation approach to deploying and updating applications in the data center must change for businesses to be successful. Nolio ASAP embraces this change by enabling application management teams to have more consistent control over application deployment."

According to an independent report, "The whole notion of automation is changing. Most interpret automation to be functions such as server provisioning, but as we have shown it is evolving considerably beyond these simplistic concepts." ("[The Shifting Sands Of IT Compel A New Landscape For IT Automation Tools](#)," Forrester Research, Inc., October 2009). This notion was discussed further in a recent webinar where Forrester's Glenn O'Donnell and Nolio's Eran Sher discussed the challenges and solutions needed to overcome application release complexity in the changing world of data center automation. To hear a recording of this webinar, please visit <http://www.noliosoft.com/resources/videos/webinar/forrester>.

"IT operations 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, EVP of products and co-founder of Nolio. "We want to alleviate those headaches by providing IT operations with a new application-centric approach to an exponentially growing problem. We encourage current BMC, HP, CA and IBM customers to try Nolio for themselves and discover how by also servicing the applications in the data center can help meet all of today's IT operations challenges."

Nolio has set out to help IT collaborate across development and operation teams by automating, controlling and managing application deployment, maintenance, remediation and recovery in

physical, virtual and cloud environments. Businesses who have upgraded to Nolio have enjoyed a decrease in application downtime by up to 80 percent, shortened application release time by up to 90 percent, and have cut the time and cost of servicing even the most complex multi-tier applications by up to 75 percent.

**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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