

## **Lanamark Unleashes Flagship Virtualization and IT Assessment Suite in Professional and Team Editions**

### **Launches Global Solution Provider Program for Channel Partners to Leverage General Availability of Lanamark Suite**

TORONTO – September 30, 2008 – Lanamark Inc., a provider of capacity planning software solutions for virtualization and IT assessments, today announced general availability and product packaging for its flagship software solution, Lanamark Suite. The Company also launched its global solution provider program that will help value-added resellers, system integrators and consultants accelerate delivery of virtualization services across desktops and servers.

“Lanamark Suite gives us visibility and insight into heterogeneous IT environments and allows us to deliver virtualization assessments across a multitude of target virtualization platforms,” said Murali Raju, CEO of Virtuize LLC, a virtualization consulting firm based in Atlanta, GA. “As a Lanamark Solution Provider, we are able to competitively differentiate our virtualization practice, increase our services margins and use the Lanamark Suite to serve our customers with unparalleled speed and agility.”

Lanamark Suite consists of software applications for discovering, monitoring and analyzing application workloads and server resources. It allows Lanamark channel partners to deliver virtualization and IT assessments quickly and consistently across multiple hypervisors, protect customer data captured for analysis and jumpstart assessments by empowering customers with self-service monitoring of their data centers. Lanamark Suite also offers virtualization practice management capabilities so that practice managers have complete visibility across their professional services organizations and can standardize all aspects of virtualization services delivery.

“Our ability to help customers virtualize their IT infrastructure is directly impacted by the quality of capacity planning and assessment software that we use in customer engagements,” said Ravin Dhalani, CEO of Virtualiza, a leading provider of virtualization services based in Madrid, Spain. “By joining the Lanamark Solution Provider Program, we now can leverage a solution suite that changes the economics of virtualization assessments and makes it possible for us to serve more customers, lower labor costs and improve the consistency of our services.”

“With the commoditization of the hypervisor, companies of all sizes and across all industries increasingly depend on solution providers to help them choose the right virtualization platform,” said Mark Angelo, CEO of Lanamark. “By partnering with Lanamark and using the Lanamark Suite, our partners can increase competitiveness, margins and differentiation in the fast-growing and increasingly more crowded virtualization services marketplace.”

#### **General Availability and Product Packaging**

Lanamark Suite 2008 is now generally available in Professional and Team editions with per workload per assessment licensing. Each assessment can be up to two months in length and licenses are only required

for analysis in Lanamark Studio after data about application workloads and server resources has been collected by the Lanamark Explorer. This allows solution providers to accelerate sales cycles by starting virtualization and IT assessments for customers without upfront licensing costs. In addition, partners can leverage data center utilization dashboards in the Lanamark Explorer to justify the value of a comprehensive assessment.

Lanamark Suite 2008 Professional Edition offers data collection, analysis and reporting capabilities for independent consultants and solution providers at the Bronze level. Partners also have access to the Lanamark Portal for managing assessments online and can use the Microsoft Office Word 2007 plug-in for automated generation of assessment reports.

Lanamark Suite 2008 Team Edition offers solution providers a collaborative, team-based virtualization assessment platform with web-based centralized management of multiple users, customers and assessments. It allows channel partners at Silver and Gold levels to maximize consistency, quality and speed of virtualization and IT assessments across customer engagements.

Retail product pricing per workload per assessment starts at \$40 for Lanamark Suite Professional Edition and \$50 for Lanamark Suite Team Edition.

### **Lanamark Solution Provider Program**

Channel partners can join the Lanamark Solution Provider Program at Bronze, Silver and Gold levels. Each level is designed to recognize and reward partners committed to working with Lanamark and leveraging its products. Program benefits include competitive discounts, opportunity registration, margin protection, lead sharing, marketing support, product training, early access to product releases and enhanced technical support.

Lanamark invites virtualization and IT solution providers to join the Lanamark Solution Provider Program. Until Oct. 31, 2008 the program includes one free trial assessment for up to 200 servers. To learn more or to enroll, please visit [www.lanamark.com/partner](http://www.lanamark.com/partner).

### **About Lanamark**

Lanamark develops capacity planning software that enables value-added resellers, consultants and system integrators to deliver competitively-differentiated virtualization and IT assessments that help customers accelerate adoption of virtualization. Led by CEO Mark Angelo, Lanamark is a privately held corporation headquartered in Toronto, Ontario, Canada. For more information, please visit [www.lanamark.com](http://www.lanamark.com).