

**REALFUSION/CET ENABLES LOW RISK ENHANCEMENT OF SOFTWARE FOR CURRENT AND FUTURE IT ENVIRONMENTS**

- Server Virtualisation is one of the fastest growing IT solution markets, and is a critical component in Cloud Computing
- The Virtualisation market is predicted to grow from US\$1.8 billion in 2008 to over US\$6 billion by 2013 (Gartner)
- The Physical Server market is over US\$40 billion per annum, and is expected to retain modest growth
- 25% of Fortune 500 companies have active virtualisation strategies to consolidate hardware and reduce IT costs
- Hardware consolidation strategies do not address Software performance or to efficiently leverage new hardware architectures
- Software needs to be parallelised to improve and be able leverage newer multicore hardware architectures
- Software performance is either addressed with risky and expensive redevelopment, or upgrade projects, to create parallelised applications capable of greater code execution concurrency, or not at all, leaving a capability gap between software and hardware
- RealFusion enables current and future software to operate as if parallelised, at low risk and without code change, and leverage greater concurrency across heterogeneous, and homogenous, clustered and standalone single core and newer multicore servers.
- RealFusion supports, legacy, current and future IT strategies and hardware architectures by addressing software performance issues

**RealFusion/CET (Cloud Enablement Technology) delivers significant benefits:**

**For Business Owners and CEO's**

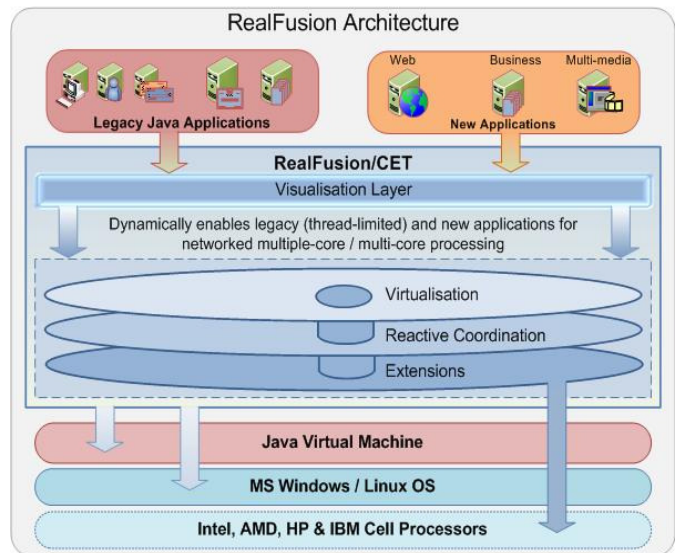
RealFusion™ has been developed to address pressing issues affecting the areas of cost effectiveness, speed and infrastructure utilisation encountered in every IT installation from enterprises to universities, government agencies and multinational financial corporations.

Business Owners and CEO's need RealFusion because:

- they need business systems to be better, faster AND cheaper
- they want years of creeping IT complexity in their enterprises simplified
- they realise that their business must genuinely be responsive to their clients' needs
- they either want to, or are being compelled to, gain green efficiencies
- they need IT to support the positioning of their business to aggressively seize new opportunities and defend against threats from competitors and other external forces
- they know costs must be ruthlessly minimised and controlled risk must be openly and prudently managed and mitigated
- they know that maintaining flexibility and agility is essential to the success of their business

**For Architects, Developers and Consultants**

The RealFusion suite equips consultants, administrators, architects and developers with cost effective, highly accessible products, tools and methods that deliver valuable options and opportunities to their enterprises.



The resulting benefits include significant immediate and long-term cost savings such as:

- significant operational cost savings by maintaining high levels of service with fewer hardware resources,
- significant future cost savings by maximising usage of existing hardware thereby minimising the need for new hardware as you roll out new software/projects,
- the ability to reap the benefits of true Cloud or Grid computing, without the need to re-engineer, or recode your current applications
- the ability to embrace environmentally friendly (Green) IT practices through reduction in site power and cooling requirements, delivering long-term operational cost reductions.
- significant future savings in training of staff and hiring new resources as proven applications and existing technologies already supporting the business remain valid for longer periods.
- a more stable and cost effective IT environment that promotes higher asset utilisation and increased application performance
- applications that are easier to maintain and manage, thereby extending the life of core business applications
- no need for extensive retraining, as RealFusion is based on industry standard tools and languages, with a Web Interface, and Object Oriented development tool set

**According to Gartner, Inc., - January 28<sup>th</sup> 2009**

"The relentless doubling of processors per microprocessor chip will drive the total processor counts of upcoming server generations to peaks **well above the levels for which key software have been engineered.**"

"Operating systems, middleware, virtualization tools and applications will all be affected, leaving organizations facing difficult decisions, hurried migrations to new versions and performance challenges as a consequence of this evolution."

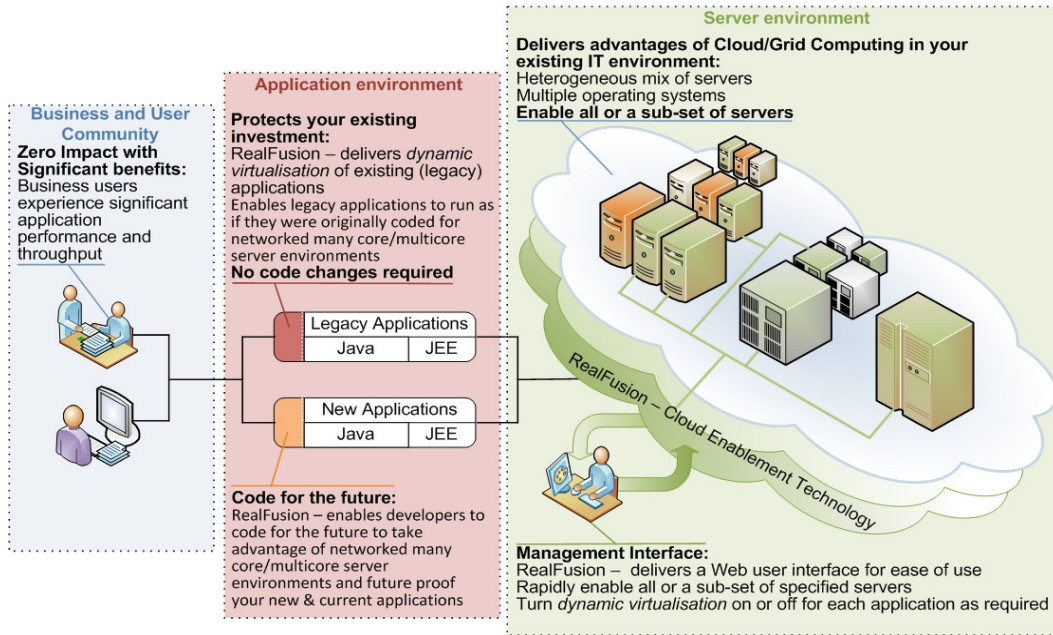
"The impact is akin to putting a Ferrari engine in a go-cart; the power may be there, **but design mismatches severely limit the ability to exploit it.**"

**Carl Claunch,**  
Vice President & Distinguished Analyst at Gartner

Compounding the challenge is the reality that today's business environment requires efficiency in cost and operation as an immediate priority.

ClearFalls' RealFusion technology provides owners and CEOs with a set of clear and safe options to help them achieve these objectives with their current IT systems and applications, and safely navigate the way forward.

## RealFusion/CET – Cloud Enablement Technology



### For CIO's and CFO's

Businesses will gain significant benefits from the ability to dynamically enhance their software with RealFusion or rebuild specific applications with RealFusion as a key component of the architecture, including:

- the ability to embrace the next generation of hardware technology today - cost effectively for both existing and new applications, using familiar tool sets and practices based on industry standards
- significantly extend the useful life of existing hardware assets - speeding up applications on older technology gives businesses breathing space to safely defer major IT purchases until new technologies are more settled and price competitive
- as new multi-core hardware is acquired, applications optimised with RealFusion will dynamically scale to the number of cores available for their use
- the ability to pursue performance benefits independently of day-to-day work, provides a valuable avenue to achieve significant results without risk or disruption to existing / planned programs of work. Resources can be allocated to optimising a number of systems rather than just those that are least effective
- increase the capital productivity of IT investments
- increase the asset utilisation of IT infrastructure

### For ISP's, Hosting & Application Vendors

ISP's, Hosting Companies and Application Vendors will be able to improve their software's performance and ability to be utilised across multiple infrastructure platforms, and most importantly, multi-core platforms – without alteration. This is important because:

- RealFusion can save vendors vast sums by reducing the need for expensive rewriting of software to utilise more compute resources, while delivering impressive performance gains to their clients at a lower cost and lower risk.
- application vendors currently face the prospect of very substantial and costly rewriting of their current applications to run on the parallel processing environment created by the introduction of multi-core processors, particularly the new generation chips due for release over the next three to five years
- if the clients of these vendors use the appropriate RealFusion components on their computers or servers, they can continue with the current versions of their software, plus enjoy very substantial increases in application performance.
- ISP's and Hosting providers can support more applications and clients within their environments, at a lower cost and in a greener way, by need less hardware to support the same clients, and having a path to greener and lower power multicore hardware.

### MAXIMISING YOUR EXISTING AND FUTURE INVESTMENTS IN INFORMATION TECHNOLOGY

Today's Business and Technology leaders, Development professionals, IT vendors and End users require better system outcomes and lower costs for IT – without the need for additional capital investment. Overall businesses are looking to:

- Reduce the cost of IT to the business - (do more with less),
- Lower the risk of new projects and on-going operations,
- Increase efficiency and enable faster, less costly operations of existing applications,
- Become more energy efficient (Green),
- Maintain, or create, better Flexibility in their IT,
- Ensure longevity of existing applications and ensure their systems remain robust, and
- Future-proof their IT investments through maximising usage of new hardware and processing innovations

**RealFusion provides these capabilities.**