



Fluid Consulting Accelerates Applications to Remote Sites and Speeds Disaster Recovery File Transfers Exclusively with Certeon

Certeon's aCelera Product Family to Be Resold by Fluid Consulting

BURLINGTON, Mass. – July 12, 2010 – [Certeon](#), the leading provider of software-based wide area network (WAN) optimization and application acceleration solutions, today announced that [Fluid Consulting](#) has selected its *aCelera* products to ensure peak performance for end users accessing data center applications over the WAN and to accelerate data file transfers for disaster recovery.

Headquartered in Plano, Texas, Fluid Consulting is an IT consultancy that specializes in virtualization, data backup solutions, Web solutions and information technology (IT) staff augmentation to help small and mid-sized organizations throughout the United States accomplish their business objectives. Fluid Consulting educates clients on how to overcome poor application performance issues that result from virtualized desktops accessing business applications across the WAN. The company helps its customers overcome this poor application performance by implementing Certeon's *aCelera* virtual appliances.

"After evaluating several different WAN acceleration offerings, we realized that Certeon was the best solution for our customers," said Wade Yeaman, founder and chief executive officer of Fluid Consulting. "As a software-based solution, *aCelera* is highly scalable and is flexible enough to adapt to customers' changing needs. Certeon fits perfectly with our virtualized solutions architecture and fills a gap we had for an affordable, cost-effective WAN acceleration solution. With the high costs and complexity of managing hardware-based WAN acceleration solutions, Certeon's software-based solutions were an easy choice for us."

Fluid Consulting Improves Backup Times, Avoids Higher Expenses with *aCelera Sync*

In addition to *aCelera*, Fluid Consulting will also be offering Certeon's *aCelera Sync* software. With *aCelera Sync*, Fluid Consulting helps clients dramatically reduce data backup and recovery times, reduce network bandwidth requirements, and avoid the high costs of adding more network bandwidth to achieve a shorter backup timeframe.

aCelera and *aCelera Sync* virtual appliances enable enterprises and managed service providers to dramatically increase the performance of applications accessed over the WAN, improving application response time by up to 95 percent. *aCelera*'s network optimization capabilities also allow enterprises to reduce their network bandwidth requirements by up to 60 percent.

Certeon's *aCelera* virtual appliances are hypervisor and hardware agnostic. *aCelera* software is available for industry-standard servers supporting VMware ESX/ESXi, Microsoft Hyper-V or Xen hypervisors. *aCelera* provides customers with the unique ability to leverage their existing virtualization investments, thereby lowering both capital and operational costs.

"Enterprises need to overcome poor application performance as they migrate to virtualized environments," said Peter Dougherty, CEO and president, Certeon. "Together, Fluid Consulting and

Certeon are helping enterprises achieve maximum application performance and realize a quicker return on investment than with hardware-based WAN acceleration solutions.”

About Certeon

Certeon is the leader in virtualized WAN optimization. Certeon’s *aCelera* software is the first WAN optimization and application acceleration virtual appliance to deliver acceleration, scalability and manageability. *aCelera* reduces application response time over the WAN and lowers network bandwidth requirements up to 95 percent without proprietary hardware appliances. The *aCelera* family of software-based solutions includes *aCelera* virtual appliance and *aCelera Client* for optimized desktop-to-data-center performance and *aCelera Sync* for efficient business continuity over the WAN. As more resources (i.e., CPU, memory and disk) are added, *aCelera* performance scales linearly and supports up to 50 percent more concurrent accelerated connections than do “closed” proprietary hardware appliances. Enterprises and managed service providers can save as much as 60 percent in total cost of ownership when deploying *aCelera* software to virtualized data centers, cloud environments or remote offices. For more information, visit www.certeon.com.

About Fluid Consulting

Founded in 2002, Fluid Consulting produces consistent business value for its clients by providing quality service in an ethical manner. Its services range from strategic management consulting to business services and more tactical IT support and provider solutions that meet specific business needs. Fluid Consulting is a collection of seasoned business leaders, strategists, architects, process engineers, consultants and professionals who have exceptional business and technology experience. Its practitioners are unique in that they individually bring a combination of experience from Big 4 consulting and industry-specific employment. This unique combination has created the ability for Fluid Consulting to understand business and technology from all perspectives while offering high quality at reasonable rates. For more information, visit www.fluid-consulting.com.

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