



Certeon to Present Cost-Effective Strategies for Improved Application Performance at AFCOM's Data Center World 2009

-- Certeon's director of research to present on the benefits of virtualized software appliances to attendees of leading data center conference --

BURLINGTON, Mass. – September 29, 2009 – [Certeon](#), the leading provider of virtual appliance solutions for WAN optimization and application acceleration, today announced that Co-founder and Director of Research Shawn Cooney will speak at AFCOM's Data Center World on Wednesday, October 7, 2009 in Orlando, FL.

At 8:00 a.m. on day three of the conference, Mr. Cooney will present a session entitled "Make Every Penny Count in the Data Center." The session will discuss how to improve IT efficiency without worrying about making tough tradeoffs for maximizing IT resources and optimizing user productivity. Mr. Cooney will discuss the growing concern of diminishing budgets, and examine how IT managers can evaluate their technology investments based on tighter TCO and ROI metrics.

Mr. Cooney will highlight the technology solutions available today that can leverage the cost savings of virtualization with a high-performance application acceleration solution for both corporate HQ and the remote users. Mr. Cooney will address the issues that hinder IT managers when making smart investments, such as how to ensure lower costs and increase remote user productivity without sacrificing the enterprise's performance.

Attendees will learn:

- How to extend virtualization to and beyond the data center to not only find success with consolidation and bigger savings—but to also become one step closer to a next-generation, fully dynamic enterprise.
- How to better understand the value of application acceleration virtualized appliances, which can offer 60 percent lower TCO than proprietary WAN appliances.

- How to make the most out of your consolidated data center resources and ensure high performance remote application access, so that your entire organization can thrive and grow in this economic downturn.

Who should attend Certeon's session:

- Data center managers
- Network administrators
- Operations managers
- Network & communications managers
- CTOs
- Application managers
- Systems software managers

The AFCOM Data Center World is a conference focused on management, business and technology for the data center. The sessions are created with data center professionals in mind.

*aCeler*a Virtual Appliance software products are the perfect union of virtualization and application acceleration technology, providing businesses with performance, scalability, and easy management. *aCeler*a is system-independent and hypervisor-agnostic. *aCeler*a maximizes application acceleration for all traffic with performance enhancements for mission critical applications and business continuity environments, improving network bandwidth optimization and performance by more than 95 percent. When compared to proprietary hardware appliances, *aCeler*a software saves IT departments up to 60 percent in capital and operations costs.

About Certeon

Certeon's *aCeler*a software is the first WAN optimization and application acceleration virtual appliance to deliver acceleration, scalability, and manageability when remotely accessing applications throughout a distributed enterprise. *aCeler*a software reduces application response time over the WAN by more than 95 percent without proprietary hardware appliances. *aCeler*a performance scales linearly as more resources are added (i.e., CPU, memory, and disk) and supports up to 50 percent more concurrent accelerated connections than "closed" proprietary hardware appliances. Enterprises and managed service providers can save as much as 60 percent in total cost of ownership (TCO) when deploying *aCeler*a software to virtualized infrastructures. *aCeler*a is flexible and easy to deploy, delivering faster, more scalable application acceleration to more users. For more information visit www.certeon.com.

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