



Xcel Energy Selects Stratavia for Data Center Automation

Leading US Energy Company Standardizes on Stratavia's Data Palette to Automate Critical IT Tasks

Denver, CO, March 06, 2008 --(PR.com)-- Stratavia, a leading provider of data center automation software, today announced that Xcel Energy (NYSE: XEL), one of the nation's largest mid-western electricity and natural gas providers, has selected Stratavia's Data Palette data center automation platform to streamline its IT operations and support the company's mission to grow its low-cost, reliable, environmentally sound energy business.

“Xcel Energy is committed to advancing technologies that allow us to better serve our customers and optimize system performance across the entire energy grid,” said Michael Carlson, Chief Information Officer, Xcel Energy. “We're pleased to be working with Stratavia to find innovative solutions for automating our critical IT processes, such as [server provisioning](#) and [data centre automation](#).”

Xcel Energy is a major U.S. electricity and natural gas company with operations in eight Western and Midwestern states. It provides a comprehensive portfolio of energy-related products and services to 3.3 million electricity customers and 1.8 million natural gas customers. Founded more than 150 years ago, it owns more than 34,500 miles of natural gas pipelines. Xcel Energy's data center operations, 100% outsourced to IBM's Global Services, plays a crucial role in the distribution of these utilities to customers, and requires the utmost in service and availability.

With increasing demands on the IT organization, Xcel Energy required a solution to standardize and centralize critical processes while providing the ability to carry these processes out in scale, with guaranteed quality and positive results. Stratavia's Data Palette data center automation platform takes care of Xcel Energy's critical, yet repetitive processes and seamlessly integrates with existing IT standards.

“In our industry, it is important to provide the highest service levels possible to our customers, while managing costs. We expect the breadth of capabilities included in the Data Palette platform will allow us to avoid paying for significant future upgrades -- savings which can be passed along to our energy customers,” Carlson continued.

Data Palette is Stratavia's award-winning, patent-pending platform that automates complex, manually intensive yet repetitive data center tasks. Data Palette helps IT professionals define, build and centrally orchestrate standard operating procedures and report on mission-critical IT operations. It features decision, task and process automation, and an intelligent rules engine that empowers IT administrators.

This ability to combine multiple levels of automation with innovative predictive analytics capabilities provide a higher level of automation intelligence, perfectly suited for IT organizations who wish to become business driven and move away from chaotic, reactive activities.

“Xcel Energy is a prime example of how our platform can automate data center operations in critical and



complex environments”, said Thor Culverhouse, president and CEO, Stratavia. “For utilities, IT disruptions, on any scale, have the potential to cause significant problems for businesses and customers alike and Xcel Energy is pioneering methods that set the standard for availability in their industry.”

About Stratavia

Stratavia is a leading provider of Data Center Automation software. Stratavia's flagship solution, Data Palette, is based upon an intelligent Run Book Automation platform which automates complex, error-prone, manually intensive yet repetitive IT administration tasks, such as database administration and server provisioning. Fortune 1000 companies rely on Data Palette to define, build and execute standard operating procedures, and report on mission-critical applications and IT operations. Founded in 2001, Stratavia is headquartered in Denver, Colorado and is privately held and venture funded by Adams Street Partners, Asset Management Company and Vista Ventures. For more information go to www.stratavia.com.

Contact

Michael Puterbaugh
Stratavia, Inc
Tel: 303-991-4844
strataviapr@stratavia.com

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Contact Information:

Stratavia

Michael Puterbaugh

303-991-4844

sbrown@seowhat.com

www.stratavia.com

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