



Fortisphere and rPath® *Partner with Citrix to Deliver Virtual Appliances*

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Dave Capuano, Chief Marketing Officer, Fortisphere

Summary

Fortisphere, a provider of policy-based management solutions for Citrix XenServer virtual servers, collaborates with rPath® and Citrix to benefit joint customers and speed time to market with streamlined delivery of its solutions as virtual appliances.

Benefits

- Streamlines delivery of software, boosting customer ROI and satisfaction
- Accelerates software installation, reducing demands on sales engineers
- Raises visibility through joint marketing
- Certification of products increases customer confidence

■ Introduction

Fortisphere is a start-up technology company that provides policy-based virtualization management solutions. Its Virtual Essentials™ product line enables enhanced visibility into and granular control of large virtual machine implementations. rPath® technology automates the creation, configuration, management and maintenance of application images for virtualized and cloud computing environments.

Both companies were working independently with Citrix Systems, Inc., to ensure compatibility of their solutions with Citrix XenServer™ virtual server environments. These separate partnerships became a three-way collaboration as Fortisphere recognized the value of delivering its Virtual Essentials products for XenServer as a virtual appliance using rPath's rBuilder® solution.

Challenge: Finding a Better Way to Deliver Enterprise Applications

The Fortisphere portfolio of policy-based management solutions is designed to help enterprises expand and enhance their virtual machine deployments by providing a new level of visibility, control and automation around the inventory, configuration and policy-based management of virtual machines. The company worked with Citrix to design solutions tailored for Citrix XenServer environments and certify them as Citrix Ready™.

To stay ahead of competitors, Fortisphere wanted to get its Virtual Insight™ and Virtual Foresight™ products to market quickly, but recognized that traditional implementation could be a hindrance to adoption. “Having to assemble and implement the different components of a solution stack can be complex and time-consuming for customers, distracting focus from product functionality and benefits,” said Dave Capuano, Chief Marketing Officer for Fortisphere. “We wanted a faster, simpler way to deliver our software—one that would leverage virtualization technology.”

At the same time, rPath was collaborating with Citrix as a Citrix Technology Partner. rBuilder enables software developers to combine their software with just enough operating system [JeOS] to produce virtual appliances in the Citrix XenServer virtual machine format. “Using virtual appliances packaged with rBuilder simplifies and accelerates software distribution and improves customer satisfaction,” said Sara Spivey, Vice President of Marketing and Business Development for rPath. “Since this is a new approach, we are always looking for ISVs that are interested in delivering their software in an innovative way.”

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Solution: Three-way Relationship Benefits Joint Customers and Partners

With Citrix as the common link, Fortisphere and rPath discovered a great fit for their solutions. Fortisphere immediately recognized the advantages of using rBuilder to deliver its software, while rPath welcomed a new customer for its virtual appliance packaging solution.

Since Fortisphere's appliance was built with rPath technology and certified as Citrix Ready, customers are assured of compatibility with the XenServer solution. The Citrix Ready program also gives both partners a wide range of tools to market their products. "This program gives us many ways to raise the visibility of our solutions, which is especially important for a start-up," said Capuano. "There is an online product catalog, podcast and video opportunities, and a multitude of other marketing opportunities with Citrix."

For rPath, the Citrix partnership ensured that rBuilder supports a market-leading server virtualization solution. "XenServer, based on the open-source Xen hypervisor, has captured the attention of the market and we wanted to offer a virtual appliance solution that would work seamlessly in a XenServer VM environment," said Spivey. "We're confident that many ISVs will be developing applications for the Citrix platform and that they will turn to us for a virtual way to deliver their products to customers."

Enhanced XenServer Management and Control

Fortisphere's solutions enable customers to enhance their Citrix XenServer implementation with powerful tools for discovery, assessment and control of the virtual infrastructure. Virtual Insight enables enterprises to automate the process of identifying, tagging, tracking, and reporting on all virtual machines as they move throughout preproduction and production environments.

Virtual Foresight delivers out-of-the-box, best-practice policies designed to help achieve an intelligent, controlled approach to delivering sustainable growth of virtual machines. Features include a central policy store and the ability to analyze VM and hypervisor data against policies.

"Fortisphere has a complex stack consisting of JDK, JBOSS, Java applications, MySQL, and other middleware." said Spivey "Our ability to address the 'build and maintain' aspect of so many components was the core value our rBuilder technology brought to Fortisphere."

Faster Time to Market and Enhanced Customer Satisfaction with Virtual Appliances

A virtual appliance is easy to install with a minimum amount of assistance. Since it already contains all the components it needs to be operational upon installation, there are no complex integrations or interactions with the existing environment. The customer's IT staff or reseller can handle the few simple configurations needed. Virtual appliances are easy to install and maintain. The application provider tests the entire application stack before it is released to customers. Once a virtual appliance is installed on a hypervisor, it just runs.

Fortisphere chose the rBuilder virtual appliance packaging platform for several reasons, including rPath's understanding of packaging technologies, especially as they relate to virtualization; and the company's ability to scope, size, price and deliver on a complete debut version of the Fortisphere appliance.

Now, with delivery of Virtual Insight and Virtual Foresight as rPath virtual appliances, Fortisphere customers can quickly begin using and benefiting from the software. "By delivering our product as a virtual appliance, our sales engineers are free to focus on conveying the value of our product instead of spending time on installation and configuration," said Capuano.

Future Plans

The two partners plan to continue their collaboration with Citrix to keep their products in step with future enhancements to XenServer. Fortisphere also is looking at ways to enhance the newly released Citrix XenDesktop product for desktop delivery. "Our initial relationship with Citrix has grown into a tremendously valuable three-way collaboration that benefits our mutual customers and helps us grow our business," Capuano concluded.

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About the Citrix Solution

Citrix XenServer™ is the simplest and most efficient way to virtualize servers and deliver a dynamic datacenter—a flexible, aggregated pool of computing and storage resources. Citrix XenServer extends the development and testing resources of the open source Xen virtualization engine, delivering easy-to-use dynamic virtualization solutions. Visit www.citrix.com.

About Fortisphere

Fortisphere is a leading provider of policy-based virtualization management software that ensures virtualized environments operate efficiently, effectively and securely. With its patent-pending Inside Track™ Technology, Fortisphere is pioneering solutions that provide a new level of visibility, control and automation around the inventory, configuration and policy-based management of virtual machines.

Fortisphere is a venture-backed company, headquartered in Chantilly VA, with offices in Boston, MA and Glenwood, MD. More information about Fortisphere is located online at www.fortisphere.com

About rPath

rBuilder® and the rPath Lifecycle Management Platform™ automate the creation, configuration, management and maintenance of application images for virtualized and cloud computing environments. By producing application images that are optimized for any hypervisor, rPath frees the application from the underlying hardware, and enables a more efficient, lower cost model for development, deployment and support. rPath's end-to-end technology simplifies the entire range of lifecycle management activities for application images, while promoting scalability in response to dynamic demand. rPath is headquartered in Raleigh, NC.

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