



## **Adaptivity Raises An Additional \$3.0 Million Round in Financing**

Intel Capital becomes the third institutional investor to invest in the IT Blueprinting Company closing out the Series A Funding Round.

CHARLOTTE, NC – November 17, 2010 – [Adaptivity, The IT Blueprint Company](#), which provides an intelligent IT blueprinting software suite, announced today that it has raised an additional \$3.0 million of venture capital financing from Intel Capital. This completes its Series A round of funding bringing the total to \$10.3 million.

Intel Capital, Intel's global investment organization invests in early stage companies like Adaptivity that complement Intel' core business operations. The funding will be used to accelerate product development and scale sales and marketing infrastructure to support growing market demand for its Blueprint 4IT Lifecycle Suite™ software products.

“Large enterprises are increasingly interested in data center optimization and cloud computing technologies,” said Bryan Wolf, Managing Director, Intel Capital.

“Adaptivity’s software suite is well positioned to take advantage of this market trend by enabling IT organizations to improve infrastructure performance and agility, transition to the Cloud, consolidate and optimize infrastructure, and meet compliance and risk requirements.”

Adaptivity’s IT blueprinting software enables companies to codify and embed best practices, IT standards and rules into the infrastructure design and deployment lifecycle with the precision needed to achieve desired outcomes. This is accomplished by providing access to a content rich information repository consisting of a blueprint library, knowledge database and data contributions from its ecosystem partners.

“Whether seeking to optimize legacy infrastructure operations or accelerate the delivery of new IT Services, our IT blueprinting software allows companies to systematically leverage their knowledge capital and ensures that everyone involved is on the same page from concept through to the datacenter.” said Tony Bishop, CEO and Founder of Adaptivity.

**About Intel Capital**

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$9.7 billion in over 1,100 companies in 48 countries. In that timeframe, 189 portfolio companies have gone public on various exchanges around the world and 258 were acquired or participated in a merger. In 2009, Intel Capital invested US\$327 million in 107 investments with approximately 50 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit

<http://www.intelcapital.com>.

**About Adaptivity**

Adaptivity was founded in 2007 to help companies address the complexities associated with IT design and implementation. Adaptivity's Blueprint 4IT Lifecycle Suite™ enables intelligent IT design decisions to be integrated into repeatable actions across the technology build and deployment lifecycle. For more information, visit

[www.adaptivity.com](http://www.adaptivity.com).

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