



For Immediate Release

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**Software Industry Veteran Launches VirtualWorks to
Combat Data Sprawl and Boost Enterprise Productivity**

Citrix co-founder introduces new software architecture, initial funding and experienced management team to tackle one of today's biggest IT challenges via content virtualization

BOCA RATON, FL, June 1, 2011 – VirtualWorks™ Group was formally launched today with the announcement of a new software architecture, management team and \$8.5 million in funding. Led by Edward Iacobucci, a prominent high-tech entrepreneur, and a seasoned team of executives, VirtualWorks is pioneering a new category of enterprise software to address the growing problem of data sprawl.

VirtualWorks has developed an innovative enterprise information framework, the Virtual Index Architecture™ (VIA), which promises to contain and reverse the overload of information suffered by organizations of all sizes. The VIA approach works by indexing all types of data and virtualizing the content amassed by companies, so employees can rapidly and securely retrieve files from any application, location or device – whether that data is structured or unstructured, stored in the cloud, or hosted locally.

“The exponential growth of data is only matched by its value to the enterprise,” said Edward Iacobucci, chairman and CEO of VirtualWorks. “With the rise of the mobile workforce, new digital media channels and a ten-fold growth of data in the last five years, organizations of all sizes are overwhelmed by data sprawl. It’s clear that a radical new approach is required. Our new VIA framework is radical in that it’s non-disruptive: it doesn’t require end-user or organizational changes or custom system integration efforts. VIA indexes the entire information stack, wherever it lives, to create more productive, nimble and competitive organizations.”

The new Virtual Index Architecture is a pre-integrated, plug-and-play framework that leaves data where it lives, so there’s no need for heavy lifting or costly system integration efforts. VIA opens up a whole new set of options for securely accessing content across a variety of locations and devices. It enables increased employee productivity and deeper information insight – whether for reporting, auditing, search or even creating new applications based upon a common index.

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"VirtualWorks' Virtual Index Architecture promises a major productivity boost for information workers," says Esther Dyson, chairman of EDventure Holdings, a long-time catalyst of start-ups in information technology. "It's like running your house off a networked console in the basement instead of running around turning all the lights on and off one by one, or having an automated inventory system instead of rummaging around in the back room every time you need something. The new VIA framework is a powerful construct in an age driven by information because this rich data of interacting information objects can be identified and put to work quickly once the index is in place. In practical terms, it's closer to an annotated map than a flat index."

Content Virtualization

While data center virtualization has lowered costs and made IT management simpler for administrators, end users have experienced more complexity in managing content across devices and locations. Content virtualization helps bridge this divide by abstracting content from disparate application silos, recording the metadata in a single index, and federating the results, so users can securely and rapidly access business-critical information from anywhere.

VirtualWorks' approach to content virtualization is based on the company's new Virtual Index Architecture that leverages a deep understanding of applications and stored metadata to render an image of all enterprise content across diverse applications, network and cloud architectures, data storage systems and formats. Using the VIA approach, users are presented with a real-time image of relevant content from across the entirety of the enterprise.

"Virtualization has delivered huge benefits at the server and desktop level, and it now promises to do the same for content that's spread across the cloud and a variety of devices," explains Robin Bloor, chief analyst with The Bloor Group and founder of Bloor Research. "This new content-centric approach provides a much-needed solution for companies to combat information overload, increase employee productivity and manage IT spend while also providing a vital step on the road to the real-time enterprise."

Virtual Index Architecture

The Virtual Index Architecture (VIA) defines the framework the company will use to build its content virtualization products and the structure and logic by which different capabilities are going to be developed over time by both VirtualWorks and third-party independent software vendors (ISVs). VIA is designed to make it fast and easy for third-party developers to create new value-added applications and plug-ins that optimize the value of information for organizations.

Funding and Management Team

VirtualWorks is backed by private and institutional investors. The company has raised \$8.5 million in first-round funding, which is being used as operating capital to execute on the company's vision and strategy.

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The VirtualWorks management team is well-versed in bringing new technologies to market, scaling businesses and managing world-class channel programs. The team includes:

- . Chairman and CEO—Edward Iacobucci, a renowned system software expert and 30-year technology industry veteran. He excels at solving complex problems with radical innovation, forging strategic industry partnerships, and mentoring exceptional management and engineering talent.
- . CFO and vice president, administration—Garrett Pettingell, a seasoned technology executive with more than 30 years of experience. He oversees administrative and financial operations including accounting, finance, human resources, legal, facilities and investor relations.
- . General manager, worldwide customer operations—Erik Baklid, a founding team member of VirtualWorks, brings more than 20 years of experience and a proven track record in launching and growing new technology ventures. He holds worldwide responsibility for channel sales, customer support and field-level systems engineering.
- . Vice president of engineering—Bob Spaulding has more than 30 years of proven experience in system software and hardware development and executive management. He leads the company's software development, test, systems and IT functions.
- . Director, global product management—Lars Morten Nygaard has more than 25 years of proven experience in sales, marketing, product development and executive management. He guides the development of the company's new offerings and future product roadmap.
- . General manager, Nordic customer operations—Truls Baklid, a proven leader and winning sales executive, is responsible for strategic partnerships, sales and VAR channel development in Sweden and Norway.
- . Director of North American sales—E.J. Wojtowicz is a dynamic, global sales executive with proven leadership skills and operational ability to overachieve sales targets. He brings more than 20 years of experience in selling and managing sales teams in the IT industry, and is responsible for building a strong, productive sales organization in the U.S.
- . Director of marketing—Vicky Harris has amassed more than 20 years of high-tech and start-up experience. She is responsible for worldwide marketing communications, domestic marketing programs and ISV marketing including market strategy, brand management, corporate communications, ISV relations and channel programs.

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About VirtualWorks

VirtualWorks is pioneering a new software category called content virtualization that breaks down the walls between application silos to ease data sprawl and deliver a more productive end-user computing experience. Headquartered in Boca Raton, FL, with offices in Norway, the company is led by Edward Iacobucci, a prominent high-tech entrepreneur and co-founder of Citrix Systems. The company's technology is currently used by more 300 private and public sector organizations in Norway, Sweden and the United States to unleash the power of information no matter where it resides within the organization. For more information, please visit www.virtualworks.com.

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Editors' Note: Additional background, images and graphics - including company logo, executive images, a Virtual Index Architecture infographic, company fact sheet, and technology and category white papers – are available for viewing and download via the online newsroom at www.virtualworks.com/news