

ESTTA Tracking number: **ESTTA646531**

Filing date: **12/22/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92057344
Party	Plaintiff Cloudpath Networks, Inc.
Correspondence Address	STEPHEN GRUBER NEUGEBOREN O'DOWD PC 1227 SPRUCE STREET, SUITE 200 BOULDER, CO 80302 UNITED STATES craig@neugeborenlaw.com, sarah@nodiplay.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Craig Neugeboren
Filer's e-mail	craig@neugeborenlaw.com, sarah@nodiplay.com, vanessa@nodiplay.com
Signature	/Craig Neugeboren/
Date	12/22/2014
Attachments	RAC0000379.PDF(161935 bytes) RAC0000380.PDF(216770 bytes) RAC0000382.PDF(132745 bytes) RAC0000383.PDF(139111 bytes) RAC0000384.PDF(227637 bytes) RAC0000387.PDF(144691 bytes) RAC0000388.PDF(135949 bytes) RAC0000389.PDF(167232 bytes) RAC0000393.PDF(130407 bytes) RAC0000394.PDF(194371 bytes) RAC0000396.PDF(1015037 bytes) RAC0000398.PDF(1728266 bytes) RAC0000400.PDF(140977 bytes) RAC0000401.PDF(316071 bytes) RAC0000402.PDF(673804 bytes) RAC0000403.PDF(301386 bytes) RAC0000404.PDF(333797 bytes) RAC0000405.PDF(165652 bytes) RAC0000406.PDF(199218 bytes) RAC0000407.PDF(190186 bytes) RAC0000408.PDF(215003 bytes) RAC0000410.PDF(197610 bytes) RAC0000411.PDF(194254 bytes) RAC0000412.PDF(300583 bytes) RAC0000413.PDF(209832 bytes) RAC0000414.PDF(271023 bytes) RAC0000418.PDF(133899 bytes) RAC0000419.PDF(121271 bytes) RAC0000420.PDF(128179 bytes) RAC0000421.PDF(1369466 bytes) RAC0000431.PDF(1923103 bytes) RAC0000441.PDF(143139 bytes) RAC0000442.PDF(1049061 bytes) RAC0000444.PDF(127525 bytes) RAC0000445.PDF(813153 bytes) RAC0000449.PDF(1054542 bytes) RAC0000450.PDF(4732671 bytes)

	RAC0000453.PDF(1539863 bytes) RAC0000455_2.pdf(1693143 bytes) RAC0000469.PDF(2868382 bytes) RAC0000460_2.pdf(1558698 bytes) RAC0000472.PDF(3745438 bytes) RAC0000476.PDF(3745422 bytes) RAC0000480_2.pdf(1775522 bytes) RAC0000488_2.pdf(1954354 bytes) RAC0000493.PDF(3465843 bytes) RAC0000496_2.pdf(2241873 bytes) RAC0000503.PDF(3764831 bytes) RAC0000507.PDF(2876932 bytes) RAC0000509.PDF(1685227 bytes) RAC0000511.PDF(1339615 bytes)
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From: Charles Watt <cwatt@racemi.com>
To: James Strayer <jstrayer@racemi.com>
CC: smewett@racemi.com <smewett@racemi.com>; pbryant <pbryant@racemi.com>; 'Pete Gallo' <pgallo@racemi.com>; jotterson@racemi.com <jotterson@racemi.com>
Sent: 8/23/2011 3:05:56 PM
Subject: Re: name candidates

Have we checked the copyright status in these names?

On 8/23/2011 1:52 PM, James Strayer wrote:
Two more from a discussion with our PR team.

Cloud Connect – it's pretty descriptive of what we do and it rolls off the tongue nicely.

The other idea we discussed with our PR team was using both DynaCenter and a sub brand like Cloud Connect, e.g. "**DynaCenter Cloud Connect**".

I kind of like it – anyone hate it?

From: James Strayer [<mailto:jstrayer@racemi.com>]
Sent: Tuesday, August 23, 2011 9:42 AM
To: cwatt (cwatt@racemi.com); smewett@racemi.com; pbryant (pbryant@racemi.com); 'Pete Gallo' (pgallo@racemi.com); jotterson@racemi.com
Subject: name candidates

Build on DynaCenter branding:
Racemi **DynaCenter Online** – simple, clear, effective, boring

New branding:
Racemi Cloud Ramp – play on customer onboarding – freeways, planes, etc all use ramps. Ramp up your cloud, ramp up your customers, etc. has a natural imagery to it.
Racemi Cloud Boss – punchy, fun option; show the cloud who's boss. Move workloads between clouds, etc.
Helios – just kind of like it – sun god, strong, powerful, sky imagery ties into cloud.

James Strayer
VP Product Management and Marketing
Racemi, Inc
Cell: 801-368-2543
jstrayer@racemi.com
<http://www.racemi.com>

From: Charles Watt <cwatt@racemi.com>
To: James Strayer <jstrayer@racemi.com>
Sent: 8/24/2011 11:33:26 AM
Subject: Re: name candidates

Great!

On 8/24/2011 11:10 AM, James Strayer wrote:
Just filed it via Legal Zoom

From: Charles Watt [<mailto:cwatt@racemi.com>]
Sent: Wednesday, August 24, 2011 8:20 AM
To: James Strayer
Cc: smewett@racemi.com; 'pbryant'; 'Pete Gallo'; jotterson@racemi.com
Subject: Re: name candidates

Let's get that sucker filed ASAP

On 8/24/2011 10:14 AM, James Strayer wrote:
Unbelievably, a quick search of the online copyright database shows no results for cloud connect

From: Charles Watt [<mailto:cwatt@racemi.com>]
Sent: Tuesday, August 23, 2011 1:41 PM
To: James Strayer
Cc: smewett@racemi.com; 'pbryant'; 'Pete Gallo'; jotterson@racemi.com
Subject: Re: name candidates

Yeah, but that really limits the utility of the copyright. Much better if you can get the copyright on the product sub brand to stave off all the other cloud connects.

On 8/23/2011 3:09 PM, James Strayer wrote:
shouldn't be an issue as we would file a copyright on the full product name - Racemi DynaCenter Cloud Connect and/or DynaCenter Cloud Connect. That's another advantage of combining the dynacenter brand with a sub brand.

Google has a Cloud Connect integration piece for MS Office, but again, their copyright should be something like "Cloud Connect for MS Office".

Need to do a TM search still, but that costs money, so holding off until we have a choice.

From: Charles Watt [<mailto:cwatt@racemi.com>]
Sent: Tuesday, August 23, 2011 1:06 PM
To: James Strayer
Cc: smewett@racemi.com; pbryant; 'Pete Gallo'; jotterson@racemi.com
Subject: Re: name candidates

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Racemi **Cloud Boss** – punchy, fun option; show the cloud who's boss. Move workloads between clouds, etc.

Helios – just kind of like it – sun god, strong, powerful, sky imagery ties into cloud.

James Strayer

VP Product Management and Marketing

Racemi, Inc

Cell: 801-368-2543

jstrayer@racemi.com

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From: Charles Watt <cwatt@racemi.com>
To: James Strayer <jstrayer@racemi.com>
CC: pbryant <pbryant@racemi.com>; 'Pete Gallo' <pgallo@racemi.com>; smewett@racemi.com <smewett@racemi.com>
Sent: 8/29/2011 5:17:22 PM
Subject: Re: SaaS name

I prefer cloudpath.

On 8/29/2011 5:14 PM, James Strayer wrote:

As much as we like Cloud Connect, looks like there is a snag – the domain is currently taken by a company who is looking to launch into the cloud mgmt. space. Considering some other options. The top 2 after discussions with LG are:

- Updraft.com – it's related to cloud formation, implies forward progress, keeping things aloft, etc
- Cloudpath.com – it's your path for getting to and between clouds.

Both are more likely to be buy-able. Any strong opinions?

James Strayer
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Cell: 801-368-2543
jstrayer@racemi.com
<http://www.racemi.com>

From: Scott Mewett <smewett@racemi.com>
To: James Strayer <jstrayer@racemi.com>; Patrick Bryant <pbryant@racemi.com>; Pete Gallo <pgallo@racemi.com>; Charles Watt <cwatt@racemi.com>
Sent: 8/30/2011 7:54:44 AM
Subject: RE: SaaS name

Cloudpath

Cheers
scott

From: James Strayer [mailto:jstrayer@racemi.com]
Sent: Monday, August 29, 2011 5:15 PM
To: pbryant; 'Pete Gallo'; smewett@racemi.com; cwatt
Subject: SaaS name

As much as we like Cloud Connect, looks like there is a snag – the domain is currently taken by a company who is looking to launch into the cloud mgmt. space. Considering some other options. The top 2 after discussions with LG are:

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Cell: 801-368-2543
jstrayer@racemi.com
<http://www.racemi.com>

From: James Strayer <jstrayer@racemi.com>
To: Lawrence Guillory <lguillory@racemi.com>; Patrick Bryant <pbryant@racemi.com>
Sent: 9/1/2011 10:27:45 AM
Subject: RE: SaaS naming 2 tests
Attachments: logo-cloudpath.png

Was thinking something simple for cloud path as well

From: Lawrence Guillory [mailto:lguillory@racemi.com]
Sent: Thursday, September 01, 2011 8:17 AM
To: James Strayer; Patrick Bryant
Subject: RE: SaaS naming 2 tests

Like it.

Could see an animated one with a cloud over a building and small "Racemi images" (like drops of condensation) moving up into the cloud...

L. G.

Lawrence Guillory
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Racemi, Inc.
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www.racemi.com

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From: James Strayer [mailto:jstrayer@racemi.com]
Sent: Thursday, September 01, 2011 10:14 AM
To: Lawrence Guillory; Patrick Bryant
Subject: RE: SaaS naming 2 tests

Already mocked up a logo for Updraft for the acadia test server (rebranding to match new website look and feel)

From: Lawrence Guillory [mailto:lguillory@racemi.com]
Sent: Wednesday, August 31, 2011 5:21 PM
To: Patrick Bryant; James Strayer
Subject: SaaS naming 2 tests

I ran the test with Aid and Rich. Gave the name of 1 and asked for an IT product, what does it do? Did the same with the 2nd name.

Aid failed to intuitively connect either name to our product use case. After revealing the purpose of the test, he chose UpDraft.

Rich failed on UpDraft, and intuitively on CloudPath said "it sounds like what you guys do" and then chose CloudPath.

RAC0000384

Aid suggested try some tag lines with each as well and maybe logos.

Will test some more.

Best,
L.G.

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Reducing the Cost and Complexity of Cloud Migrations

In the next 60 seconds, we'll show you how Racemi's automated cloud migration solutions can reduce the barriers to cloud adoption by making it point and click simple to migrate existing physical or virtual applications into the cloud.

Industry research shows that change, cost, and complexity continue to be key barriers to cloud adoption as businesses must often resort to painful manual migration processes, which take significant time, money, and resources.

While most cloud migration tools actually ADD cost and complexity to the migration process, Racemi actually minimizes these barriers by automatically migrating existing servers with just a few mouse clicks.

With Racemi Cloud Path, end customers can capture an image of the entire Operating System, Applications, and Configurations of any existing physical or virtual, server, then automatically migrate that image to any supported cloud platform.

With Cloud Path, there are no upfront costs and no infrastructure to deploy, which means businesses can start migrating servers in minutes. And since customers are only billed for successful migrations, they have nothing to lose, except their migration headaches.

This dramatic reduction in risk, cost, and complexity allows Cloud and Managed Service Providers to maximize cloud adoption, drive net new revenue, and lower their costs.

To learn more about Racemi Cloud Path or the Racemi Affiliate Program, contact us at the following information.

From: James Strayer <jstrayer@racemi.com>
To: Lawrence Guillory <lgullory@racemi.com>
Sent: 9/13/2011 2:55:44 PM
Subject: SaaS name lock-in

We're getting to the point where we need to decide between Cloud Path and Updraft as we need to start getting things like domain names registered so we can grab SSL certificates and stuff for the beta server. Here is how I see it:

- Updraft
 - Pros – catchy name, not directly cloud affiliated. Might be easier to get the domain name. Marketing people seem to like it best
- Cloud Path
 - Pros – direct, descriptive name. As I have tested out the names, the messaging flows smoother with Cloud Path. Not sure why, but in my mind it does. Technology people seem to like it best.

I think either works and we can market the hell out of it.

Any word back from your buddy who was looking into the domain names? Short term, we can do a subdomain like cloudpath.racemi.com or updraft.racemi.com

James Strayer
VP Product Management and Marketing
Racemi, Inc
Mobile: 801-368-2543
jstrayer@racemi.com
<http://www.racemi.com>

From: Patrick Bryant <pbryant@racemi.com>
To: 'James Strayer' <jstrayer@racemi.com>
Sent: 5/26/2011 10:44:45 AM
Subject: saas names
Attachments: Copy of saas-names-final-v1.xlsx

My top three votes on the JS tab in 1, 2, 3 order; my suggestions in a new tab. Prefer “cloudsnap” to snapcloud and “cloudburst” to “cloudbreak.” But I don’t know what you’re looking at for availability.

Patrick W. Bryant
Product Manager
Racemi, Inc
www.racemi.com
678.302.1666

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	A	B	C
1	Domain Name	Domain	Product
2	RapidProvisioning.com	x	
3	capture.com		
4	CAPTUREDEPLOY.COM		
5	CAPTUREPROVISION.COM		
6	CLOADER.COM	x	
7	C-LOADER.COM		
8	cloudboarder.com		
9	cloudboarding.com		
10	cloudbreak.com		
11	cloudlab.com		
12	cloudloader.com		
13	cloudmigration	x	
14	cloudmigrations		
15	cloudonboarding.com		
16	cloudprovisioning	x	
17	cloudramp.com		
18	cloudstarter.com		
19	cx.com		
20	hybridc		
21	hypercloud		
22	p2v.com		
23	PROVISIONINGWORLD.COM		
24	servermigration.com		
25	server-migration.com		
26	snapcloud.com		
27	v2c		
28	v2v.com	x	
29	workload.com		
30	WORLDPROVISIONING.COM		

	A	B	C	D
1	Domain Name	Domain	Product	PB Vote
2	cloudbreak.com	x	x	1
3	cloudloader.com	x	x	
4	cloudmigration	x	x	
5	cloudonboarding.com	x		
6	cloudprovisioning	x		
7	cloudramp.com	x	x	2
8	servermigration.com	x		
9	snapcloud.com	x	x	3

	A
1	Blue Streak
2	Jetstream
3	Cloud Jump
4	Whirlwind
5	Cyclone
6	Stratus
7	Cloudcast
8	Cloudburst
9	Cloudsnap

From: James Strayer <jstrayer@racemi.com>
To: 'Lawrence Guillory' <lguillory@racemi.com>
Sent: 8/30/2011 9:53:30 AM
Subject: saas naming

I ran two more options that I really liked by the rest of the team – **Updraft.com** (your current favorite) and **Cloudpath.com**. Cloud Path has come back as the unanimous winner. I think it is a really strong choice.

The website is disabled so not sure what domain availability is, but again, I would be fine with a cloudpath.racemi.com subdomain

Cloudpath (one word) is a registered trademark for a cloudpath networks which does network security.

<http://cloudpathnetworks.com/>

Two word Cloud Path did not show up in a search.

James Strayer
VP Product Management and Marketing
Racemi, Inc
Cell: 801-368-2543
jstrayer@racemi.com
<http://www.racemi.com>

From: teas@uspto.gov
To: jstrayer@racemi.com <jstrayer@racemi.com>
Sent: 3/6/2012 12:39:02 PM
Subject: Serial number 85460848: Received Your Response To Office Action

We have received your Response to Office Action Form form below.

To the Commissioner for Trademarks:
Application serial no. **85460848** (CLOUD PATH) has been amended as follows:

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 042 for Providing a hosted application for migrating computer operating systems, applications, and data between customer data centers and public cloud providers

Original Filing Basis:

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 08/23/2011 and first used in commerce at least as early as 08/23/2011, and is now in use in such commerce.

Proposed:

Tracked Text Description: ~~Providing a hosted application for migrating computer operating systems, applications, and data between customer data centers and public cloud providers;~~ Software as a service (SAAS) services featuring a hosted computer software application for migrating computer operating systems, applications, and data between customer data centers and public cloud providers

Class 042 for Software as a service (SAAS) services featuring a hosted computer software application for migrating computer operating systems, applications, and data between customer data centers and public cloud providers

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 08/23/2011 and first used in commerce at least as early as 08/23/2011, and is now in use in such commerce.

Response Signature

Signature: /James Strayer/ Date: 03/06/2012

Signatory's Name: James Strayer

Signatory's Position: VP Product Management and Marketing

Signatory's Phone Number: 801-368-2543

The signatory has confirmed that he/she is not represented by either an authorized attorney or Canadian attorney/agent, and that he/she is either (1) the applicant or (2) a person(s) with legal authority to bind the applicant; and if an authorized U.S. attorney or Canadian attorney/agent previously represented him/her in this matter, either he/she has filed a signed revocation of power of attorney with the USPTO or the USPTO has granted the request of his/her prior representative to withdraw.

Thank you,

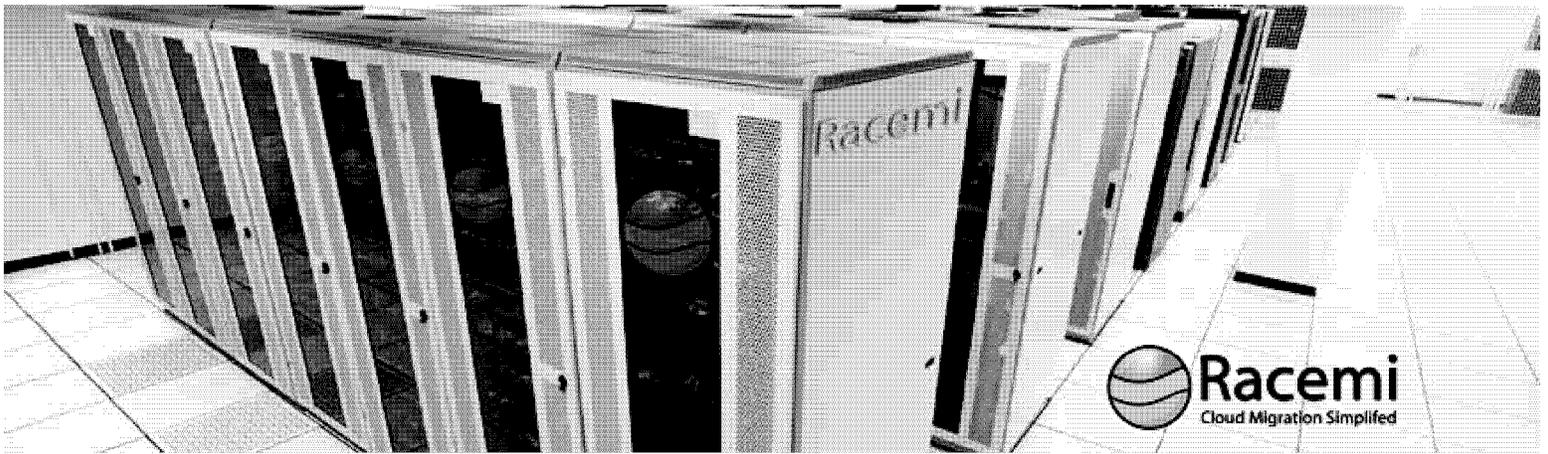
RAC0000394

The TEAS support team

Tue Mar 06 12:39:01 EST 2012

STAMP: USPTO/ROA-

75.162.140.33-20120306123901601389-85460848-490ce31a1637de690a9283ddd718868e62d-N/A-N/A-
20120306123014227976



Who Is Racemi?

- Racemi is a SoftLayer partner that provides CloudLayer cloud migration solutions

What Is Racemi Cloud Path?

Cloud Path is a Software as a Service (**SaaS**) that enables **automated migration** of customer's existing servers to CloudLayer virtual compute instances. Main benefits include:

- Support for secure, automated migration of **physical, virtual, and cloud servers** to CloudLayer.
- **No infrastructure** to buy, deploy, or manage on the customer site. Simply install the Cloud Path agent and migrate the server via the easy to use web console.
- **No upfront customer costs** - customer only pays for successful migrations.

Main Cloud Path Features

- Support for Windows Servers (2008 R2) and Linux Servers (RHEL, CentOS)
- In addition to virtual servers, Racemi supports the migration of **physical** servers in one automated step. Physical servers make up **more than 50% of the current IT market**
- Cloud Path supports the **migration of cloud instances from other cloud providers** such as AWS, Rackspace, GoGrid, and Terremark into CloudLayer.
- Racemi does a **Live Capture** of the server - no server down time required.
- Multiple disks on source supported
- No need to remove CD-ROMs or ISOs
- User friendly web console for multiple, unattended migrations

When should I refer a customer to Racemi?

- Customer wants to migrate **physical or virtual servers** to CloudLayer
- Customer wants to migrate **to CloudLayer from another cloud provider**
-

What platforms does Cloud Path support?

- Source Operating System
 - RHEL 5.x and 6.x based platforms (RHEL, CentOS)
 - Windows Server 2008 R2
- Source Hypervisors
 - VMware, Xen, Hyper-V, KVM

Where can SoftLayer staff & customers learn more about Cloud Path?

Visit <http://www.racemi.com> or contact Lorraine Bassett at lbassett@racemi.com

Fig. 1 - Racemi Cloud Path captures the entire server “stack” (OS, application, configuration) and automatically configures it to run correctly on a CloudLayer instance.

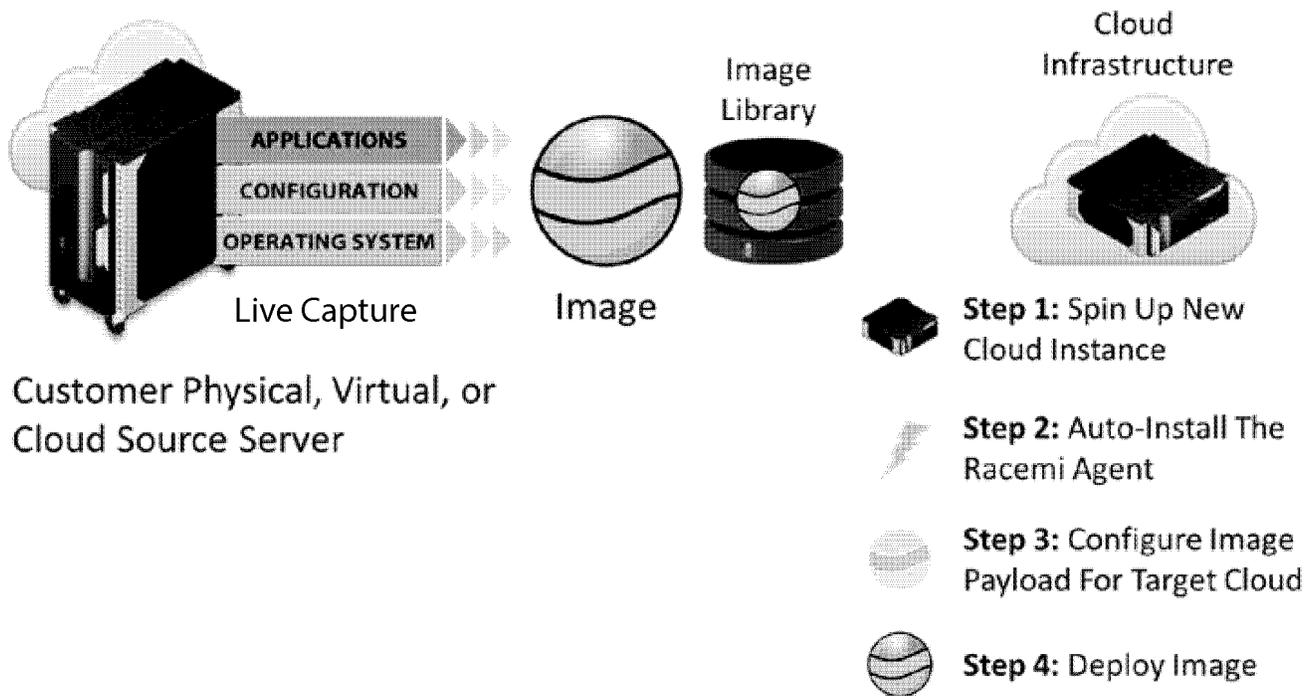
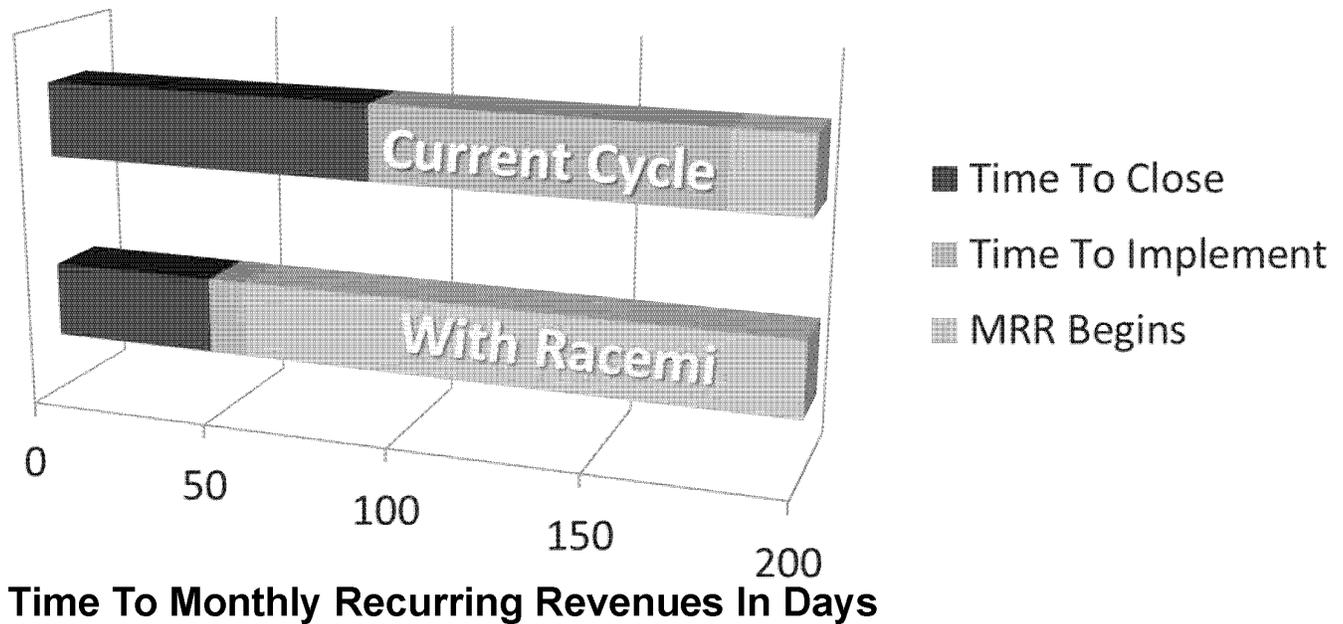


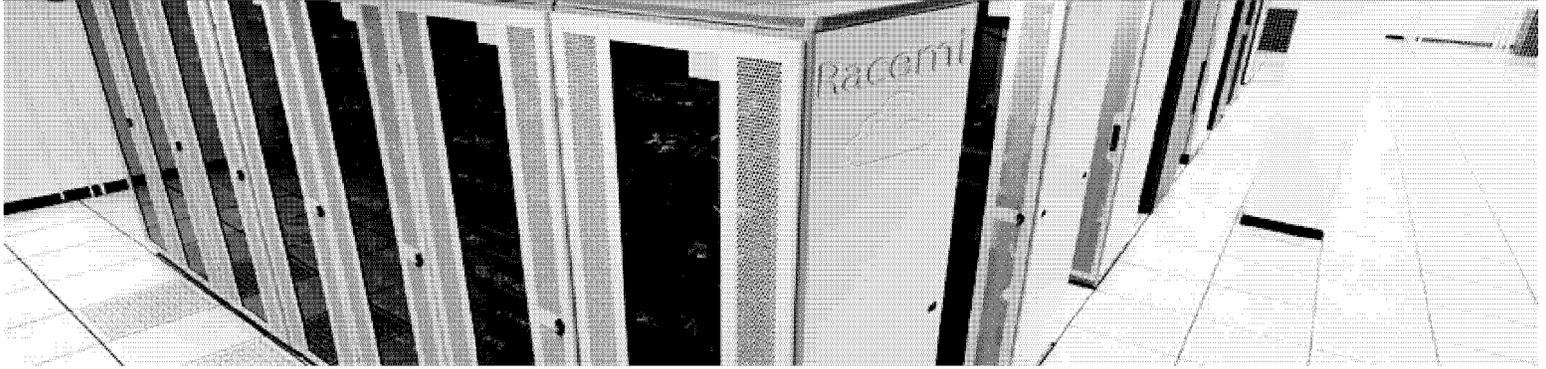
Fig. 2 - Racemi reduces the time it takes for SoftLayer to close sales and implement customers.



What People Are Saying

“SoftLayer is about delivering innovation, choice, and performance to our customers and we expect no less from our partners. With Cloud Path, Racemi has brought SaaS simplicity to cloud migration, providing our customers with a fast and easy way to migrate server workloads into CloudLayer.”

- Duke Skarda, CTO, SoftLayer Technologies



Cloud Path

At-a-Glance

Cloud Path is an automated solution for fast, reliable, and cost-effective server migrations to the cloud. Whether you are moving physical or virtual servers Cloud Path simplifies the migration process for application workloads.

ADVANTAGES

- Migrates physical, virtual, or cloud servers to the cloud
 - No infrastructure to buy, manage, or maintain
 - Zero risk, pay as you go options
-

“For beleaguered systems administrators, the prospect of moving physical servers into cloud services from Amazon, Rackspace, Terremark or GoGrid via a point-and-click Web portal is little short of miraculous...”

- Rachel Chalmers, 451 Research

Cloud Migration Simplified

Racemi’s Cloud Path Software As A Service makes cloud migrations for complex physical and virtual environments fast, reliable, and cost-effective. Cloud Path’s image-based provisioning technology automates the entire cloud migration process while supporting a broad range of physical and virtual platforms including VMware, Xen, and Hyper-V.

Why is Cloud Path the Best Choice for Cloud Migration?

Fast

There are few good options out there for **migrating existing workloads to the cloud** and most of these methods are time-consuming, often requiring in-house or consulting personnel to rebuild servers in the cloud from scratch. What makes Cloud Path different is that it automatically migrates **existing server configurations** making it faster and more cost-effective than other onboarding solutions.

With Cloud Path, you can easily move your workloads and migrate between dissimilar physical, virtual, and cloud platforms. There’s no need to rebuild applications from templates or base operating systems since **Cloud Path’s automated migration process moves the entire server “stack” - operating system, applications, network, and storage configuration.**

Reliable

Cloud Path migrates your existing server in its time tested configuration rather than requiring you to rebuild it from scratch or integrate additional technology. Its **image-based provisioning technology is industry proven, providing a reliable migration** method that’s less error prone than other methods with fewer points of failure.

Cost-Effective

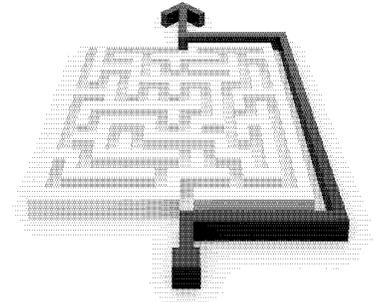
Cloud Path’s migration technology **streamlines the migration process**, eliminating costly server rebuilds common with other cloud onboarding solutions. Racemi also understands businesses have different usage and pricing requirements, so **flexible licensing options** are available to fit a wide range of business needs.

Racemi Cloud Path

When Should I Use Cloud Path?

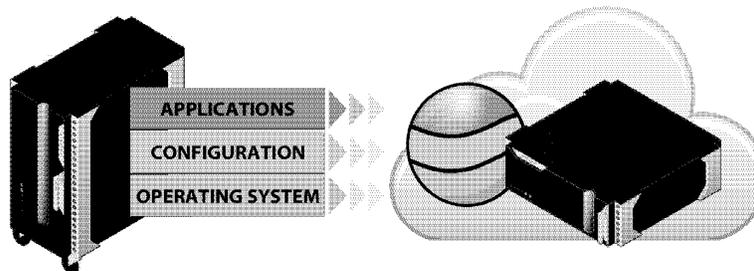
Use Racemi Cloud Path if you need:

- To migrate existing physical or virtual servers to the cloud
- Migration of existing cloud servers to another supported cloud provider.
- Supports Windows 2008 and RHEL/CentOS 5.x and 6.x



How Does Cloud Path Work?

Cloud Path captures **OS, configuration, application files, and other information** from a source server in an image and stores it in a library. These images can then be **deployed to other local or cloud-based servers** with your deployment “profile” applied. **Profiles include information such as storage and network configurations**, which can easily be modified by the user as necessary to address a wide range of environments and configurations. Cloud Path also **applies any necessary drivers and virtual tools “in flight”** to prepare the image for the GoGrid platform. This enables Cloud Path to quickly and easily migrate server images to dissimilar physical, virtual, and cloud platforms.



Key Additional Features Include:

- Live Capture eliminates powering down servers during migrations
- Supports Any-to-Any migrations between supported physical, virtual, and cloud platforms.
- Integration with operating system volume managers for maximum image integrity
- Works over https to minimize implementation time and infrastructure requirements

Sign Up For Racemi Cloud Path at
<https://www.racemi.com>



How Do I Learn More About Racemi Cloud Path?

To learn more about quickly and effectively migrating to the cloud, visit
www.racemi.com or email info@racemi.com

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RAC0000399

From: James Strayer <jstrayer@racemi.com>
To: 'Lawrence Guillory' <lguillory@racemi.com>
Sent: 8/22/2011 4:45:23 PM
Subject: some candidates

3 favorites in bold

Build on existing branding:

DynaCenter Online – super simple, super clear

DynaCenter Connect – lots of spin options – connecting your DC with the cloud, etc.

DynaCenter Flex - (I liked SoftLayer's "Flex Image" – good succinct descriptive name – might cause some conflict with them). Also a good descriptor of our partnership options.

DynaCenter SE – acronym naming i.e. "SaaS Edition"

Build new brand:

Cloudbreak – light among the clouds – lot's of spin here - adding clarity to the nebulousness of "cloud", break free from vendor lock-in, breaking down the barriers to cloud entry.

FlexCloud (flex again – could definitely see SoftLayer using this at some point though)

Cloud Boss – fun and punchy. Show your cloud provider who's boss.

Cloud Ramp – lot's of spin – ramping up your cloud project, onramp to our partner's clouds, onboarding tie ins.

Helios (sun god/sky imagery) – interestingly, no software companies turned up on the first google results page...

Hopefully that gets you an idea of what I have been thinking about.

James Strayer

VP Product Management and Marketing

Racemi, Inc

Cell: 801-368-2543

jstrayer@racemi.com

<http://www.racemi.com>

Welcome to the Cloud Path for AWS Click-Through Tour

Registration and Login



Email Address:

Password:

[Reset password](#)

The first thing you must do is sign up for a Cloud Path account. Start by clicking the Sign Up button.

Shortcuts

Registration

Getting Started Wizard

Migration Wizard

Electronic Support

Exit

RAC0000401

Your Progress



Select Geographic Region

For the best performance, select the storage

- Ireland
- Singapore
- Brazil
- Australia
- Japan
- United States

Message

You are about to create cloud storage for your Cloud Path account. The storage provider you have chosen cannot be changed at a later time. Do you want to continue?

Shortcuts

Registration

Getting Started Wizard

Migration Wizard

Electronic Support

Your Progress



Select Geographic Region for Image Library Storage

For the best performance, select the storage location that is closest to the source server(s) you want to migrate.

- Ireland
- Singapore
- Brazil
- Australia
- Japan
- United States

Select a region to store your captured server images in. The Region should be the same region that your source servers are in. If you are unsure, simply select United States for now. You may select a different region later on under the Settings / Account page under the Image Library Region section. You may also keep images in multiple regions if desired. Please note that captured images are not guaranteed to be available after 7 days.

[Exit](#) | [Help](#) | [Take a Tour](#)

[Back](#) | [Next](#)

Shortcuts

Registration

Getting Started Wizard

Migration Wizard

Electronic Support

Search:

Server Name	Agent Status	Server Type	Operating System	Last Captured	Cloud Domain	Project
10.171.39.66	running	x86_64	CentOS Linux 6.4 - x86_64			
10.147.199.151	running	x86_64				
10.12.31.19	reloading	x86_64		2013-03-26 16:10:28:57		
66.219.100.35	running	x86_64		2013-03-26 16:10:28:58		

Task Details

Image Name: 10.147.173.71 2013-03-26 16:41:09
Capture Point:
Target IP: 164.169.245.174
Server Name: tutorial4
Status: SUCCESS
Operation: Deploy
Target Cloud Domain: ec2-us-west-1
Source Cloud Domain:
Project:
Start Date: 2013-03-26 16:57:10 **End Date:** 2013-03-26 16:16:33
Cloud Path Task ID: 66
Part of a Migration Task: Yes
Additional Information:
tutorial4

Should you experience issues with your migration, you can create a Support ticket by clicking the Support button.

Tasks 

Support

Capture 

66.216.100.99 ✓ SUCCESS

10.12.31.19 ✓ SUCCESS

66.216.100.99 ✓ SUCCESS

Deploy 

awstut2 ✓ SUCCESS

----- ✓ -----

awsdemo2 ✓ SUCCESS

Create a New Ticket

Subject: 

Description:

Image 66.216.100.99 2013-11-06
Name: 10:26:47 **Capture Point:** 2013-11-06 10:34:04 **Project:**
Server Name: awstut2 **Target IP:** 54.241.64.186
Operation: Deploy **Status:** SUCCESS
Target Cloud Amazon EC2 US West
Domain: (N. California) **Source Cloud Domain:**
Start Date: 2013-11-06 10:36:46 **End Date:** 2013-11-06 10:51:57
Reported by: tutorial user
Part of a Migration Task: Yes

*The information above was recorded when the ticket was initially filed

this is a sample ticket - please close

You can enter a subject and enter any relevant details. Cloud Path will automatically capture your Task details and appropriate log data for use in the troubleshooting process. Click on Create Ticket to continue.

Shortcuts

Registration

Getting Started Wizard

Migration Wizard

Electronic Support

Exit

RAC0000405

Tasks

Capture

- 66.216.100.99 ✓ SUCCESS
- 10.12.31.19 ✓ SUCCESS

Deploy

- awstuf2 ✓ SUCCESS
- awstuf1 ✓ SUCCESS

Active Tickets

Active Tickets

Search:

Refresh

Case ID	Description	Status	Date Opened
71	tutorial ticket	Open	Wed Nov 06 10:56 2013
69	demo ticket please close	Open	Fri Nov 01 13:54 2013

You check the status of your ticket at any time from this page.

You will be notified by email of any updates to your ticket.

Tasks

Capture

66.216.100.99 ✓ SUCCESS

10.12.31.19 ✓ SUCCESS

Deploy

awstst42 ✓ SUCCESS

awstst41 ✓ SUCCESS

Write a Reply:

Reply

Close Ticket

Cancel

Responses to questions from Cloud Path Support can be answered right from the console.

Refresh

Discussions:

Cloud Path Staging Support said: Fri Nov 01 15:16 2013

Racemi (CP-964) Cloud Path Staging Staging #racemi-b49facc20e138d72fd1488fc4963add8-69.demo.ticket.please.close

Jeff Apple closed CP-964.

Resolution: Closed

Cloud Path Staging Support said: Fri Nov 01 13:54 2013

Racemi (CP-964) Cloud Path Staging Staging #racemi-b49facc20e138d72fd1488fc4963add8-69.demo.ticket.please.close

Cloud Path Staging Staging #racemi-b49facc20e138d72fd1488fc4963add8-69.demo.ticket.please.close

**Not just another SaaS - Racemi Cloud Path
goes a little deeper**

Analyst: Carl Brooks

Recently, infrastructure automation vendor **Racemi** (maker of DynaCenter) opened up shop on a novel twist on enterprise migration to the cloud. It's one of a growing number of a new breed of providers that are taking cloud services to the next level of utility and integration into the average IT environment.

Racemi Cloud Path

Racemi Cloud Path is designed to convert existing infrastructure, networking and storage into a virtual architecture ready to be spun up on a number of major cloud providers, with essentially no input from the owner beyond a few commands and network access. It's a remarkable feat of automation to say the least, even though it is limited to a subset of Linux technologies and not-overly complicated network architectures at the moment.

Sign up, point Racemi at a set of machines and it soaks up the configuration, snapshots the machines, rolls it up onto Racemi's own infrastructure and recreates the machines on the customer's choice of cloud provider. Racemi is capable of doing this quite quickly, uploading and recreating a standard server with a 100GB volume, OS and associated data in 8-10 minutes. It does this through a combination of preloaded machine images, so only the individual machine configurations and user data are needed, and compression in transit. Users manage their own cloud service accounts; Racemi does the heavy lifting. Cloud Path is quite similar to **CloudSwitch**, a cloud migration startup recently acquired by **Verizon**, which offered the same automated migration model.

Given an IT shop already interested in cloud, and invested in the appropriate technology base, this is a great option to get up and running in a cloud. However, physical-to-virtual conversion software already existed, as does the network discovery techniques and the ability to replicate machine images. This has been a part of Racemi's business almost since its inception in 2001 as an infrastructure automation and management vendor. Competition is well established (think **PlateSpin**) ever since it was clear that virtualization was going to take off. And it's not a stretch for those internal P2V helper products to get a user up onto a cloud infrastructure service like **Amazon** Web Services. But that still boils down to on-premises software with all the baggage.

Why is this important?

What's new with Racemi is that it has found a way to make a complex, highly intrusive set of operations into a useable online service, effectively bridging the gap between IaaS and internal IT infrastructure. This is part of a trend in cloud overall; SaaS has normalized to the point that users are looking for new capabilities that would have been unthinkable just a few years ago. This is about as far from the familiar SaaS concept of interacting with a hosted application in a browser as you can get.

There are well-developed examples of next-generation SaaS providers in business intelligence with startups like **GoodData**, an online service that can essentially give customers top-tier data warehousing and supercomputer scale parsing and data manipulation tools on their own data in minutes, or **Opscode**, maker of infrastructure automation software Chef. Opscode runs 'Chef-as-a-service' on its own servers; users tap it to automate and manage their own infrastructure without ever installing, configuring or operating a Chef server themselves.

T1R take

SaaS is axiomatic these days; it's become so normal that it's hit a plateau, broadly speaking, in how this one aspect of cloud computing has reshaped the IT landscape. The next step is embodied in these new techniques, which provide a true bridge into the online service world as exemplified by cloud computing: automated, on-demand and very much about the end result, with less visibility into the underlying hardware. That's not a bad thing for those customers that can get over the hump of wanting to have full control over computing infrastructure, and it's a trend that is surely on the rise, in different patterns though different market segments.

Services like these touch the IT department in a very different way than a 'simple' browser-based online application that hoards and delivers user-generated data at a remote site. This next wave of cloud is going to be a mix of very complex IT services, delivered with a mouse click, which users will expect to simplify almost any common task in IT that can be imagined. Having the right mix of integration into the in-house IT systems and a delivered service with an exceptional value is going to be key.

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Cloud Path Terms and Conditions -

You are here: Home > Legal > Cloud Path Terms and Conditions -

Category: Legal

RACEMI CLOUD PATH TERMS AND CONDITIONS

RACEMI TERMS AND CONDITIONS (this "Agreement")

RACEMI CLOUD PATH SOFTWARE or RACEMI SOFTWARE AS A SERVICE OR RACEMI HOSTED SOFTWARE (the "Product")

CAREFULLY READ THE FOLLOWING TERMS AND CONDITIONS REGARDING YOUR USE OF AND/OR ACCESS TO THE PRODUCT, INCLUDING ANY CODE, DOCUMENTATION, PRODUCT INFORMATION OR ASSOCIATED HOSTING SERVICES, BEFORE USING OR ACCESSING THE PRODUCT.

These Racemi Terms and Conditions constitute a legally binding agreement between the INDIVIDUAL OR business entity identified on the registration information (also referred to as "You" or "User") and Racemi, Inc. ("Racemi") for access to and use of Product. By entering the registration information below and checking on the button entitled "I accept" during registration or by otherwise accessing and using the Product at any time, You agree to be bound by this Agreement. BY INDICATING YOUR ACCEPTANCE, YOU INDICATE THAT YOU HAVE READ, UNDERSTAND AND ACCEPT THE TERMS AND CONDITIONS OF THIS AGREEMENT. IF YOU ARE ACCEPTING THIS AGREEMENT ON BEHALF OF YOUR EMPLOYER, YOU REPRESENT AND WARRANT THAT YOU HAVE AUTHORITY TO BIND YOUR EMPLOYER TO THIS AGREEMENT. THE EFFECTIVE DATE HEREOF SHALL BE THE EARLIER OF THE DATE OF SUBMISSION OF YOUR REGISTRATION OR THE DATE UPON WHICH YOU FIRST INSTALL, ACCESS, USE OR RECEIVE A DEMONSTRATION OF THE PRODUCT.

IF YOU ARE ACCESSING THE PRODUCT AS PART OF A PROMOTIONAL OFFER, THE TERMS AND CONDITIONS OF THE PROMOTIONAL OFFER FURTHER APPLY WITH

Shortcuts

Registration

Getting Started Wizard

Migration Wizard

Electronic Support

Exit

RAC0000410

Tasks

Capture

66.216.100.99

10.12.31.19

Deploy

Click to continue

Source Servers

Search:

Server Name	Agent Status	Server Type	Operating System	Last Captured	Cloud
10.12.31.19	capturing	x86_64	CentOS_Linux-6.4_*-x86_64		
66.216.100.99	capturing	x86_64	CentOS_Linux-6.4_*-x86_64	2013-11-01 13:28:24	

Page 1 of 1

Refresh Migrate Remove from Inventory Home

Tasks

Capture

Deploy

Select the first option to walk through the migration process.

Task Wizard

What would you like to do?

- Migrate a local server to the cloud
- Move a server from one cloud to another
- Duplicate one of my cloud servers
- Capture an image of a server to use later
- Create a new cloud server from one of my saved images
- Delete a saved image
- Go to my home page

Tasks

Capture

66.216.100.99 0%

10.12.31.19 0%

Deploy

Source Servers

Search:

Server Name	Agent Status	Server Type	Operating System	Last Captured	Cloud
10.12.31.19	capturing	x86_64	CentOS_Linux-6_4_*-x86_64		
66.216.100.99	capturing	x86_64	CentOS_Linux-6_4_*-x86_64	2013-11-01 13:28:24	

The Status of your servers will change to "Capturing" and an entry for each server will appear in the real-time Tasks status pane.

At this stage we are capturing a live "image" of your source server. Your data is encrypted (SSL) and compressed (2-3 times) over the wire.

Page 1 of 1

Refresh Migrate Remove from Inventory Home

Hybrid clouds: Racemi introduces Amazon, Rackspace, Terremark migration

Analysts: Antonio Piraino & Rachel Chalmers

Software vendor **Racemi** has just released its latest DynaCenter software, version 4.0, that lets customers move workloads in any combination or direction between **Amazon EC2**, **Rackspace** and **Terremark**. The company provides image-based provisioning tools that in essence are hardware, OS and hypervisor agnostic. This means the onboarding process for enterprises to a cloud platform is automated, and more holistic than adding a heavy management component to the stack, or having to rescript via a manual process, like many of its competitors. The company has proved itself though the white-labeled service offering from **CA Technologies**, and believes that managed service providers can do the same. Furthering its software upgrade, the company is also getting ready to beta-test a SaaS version of its migration tool as a further option for managed service providers.

More on Racemi

Racemi was founded in 2001 to provision, consolidate and migrate datacenters, and remains privately held under CEO Lawrence Guillory. The company started as a blade-computing vendor, but, realizing the heavy capital needed to stay competitive with the big guns entering the space, it chose to invest and focus on software. What put it on the map was a strategic OEM partnership that has been in place with CA since 2009. The combination of the CA brand name, along with the Racemi flagship DynaCenter product, has seen the company go head to head with **IBM**, **BMC** and **Novell**, to name a few. More recently the company has focused its business model on the service provider space, introducing four different deployment models.

More on DynaCenter

DynaCenter uses image-based provisioning to automate the migration of whole server images. It works by capturing OS, configuration and application images from a source server and storing them in an image library. From this repository, the images can be pushed out to other hardware, even if its configuration is very different from the source. Significantly, it doesn't matter to the technology whether the workload is virtualized or whether it runs directly on a physical host. Operating systems, storage and network configurations, applications, drivers and virtual tools can all be gathered up, without modification, and moved to another physical or virtual server, or to an instance in the public cloud.

Cloud computing/managed hosting deployment models

Racemi has taken heed of warnings that managed service providers are not to be treated like IT cost departments inside of the enterprise. From the outset, Racemi has a per-server-based licensing model, and a subscription-based model available to MSPs. There is also a pay-as-you-go model available that includes a membership program fee, required to offset some of Racemi's costs and risks of dedicated deployment for the MSP. Once a minimum volume of transactions have been reached, the fees are waived, or rather subsumed by the large number. The subscription model is more a fixed 12-month to 3-year contract, with a range of expected transactions. Then there is the co-branded SaaS option too, that mitigates any up-front expense by the service provider. There are a number of imaginative ways for the software to be leveraged by MSPs according to application. For DR, for example, at some point this becomes an expensive option just for risk avoidance, and therefore a lightweight perpetual license model can be used. White-labeled portals, direct reselling, revenue sharing (as part of a storage offering) and repacking into a customer product set are all options under discussion among the top MSPs. Interestingly, most service providers are driven by the per-transaction-based model.

Application of the software

As enterprises look for ways to use the cloud, increasingly more are designing hybrid strategies in order to combine the elasticity and capex reduction of public cloud resources with the security, compliance and performance of a private datacenter. Legacy applications, sensitive data and transactions that depend on speed or proximity may continue to live on-site, even as more complex applications and storage start to move out to the cloud, where they join no-brainer cloud use cases like bursting, batch processing, SaaS, and development and **QA labs**.

The trick to making all this work is the ability to move it all around. DynaCenter 3.4, released in December 2010, made it possible to move customer servers, via images, to Amazon EC2 and Rackspace. Workloads could also move from **VMware** to Xen or Hyper-V and back. With release 4.0, out on May 2, Racemi added the ability to provision Terremark and **GoGrid**, streaming of images over http/s, and cloud-to-cloud and cloud-to-local migration.

The company has also introduced support for **Cisco** UCS hardware that is growing in popularity, especially among telco service providers. For managed hosting providers, there have been two large opportunities. One is for internal consolidation of datacenter, and of integration of newly acquired service providers that may have built themselves upon different platforms. The other is in giving customers of all sizes the opportunity to easily migrate images to their cloud computing platforms, leveraging hypervisors and tools that they are already familiar with, and preventing lock-in, are key to enterprise comfort levels. The notion of federation, if even for DR purposes, is a big driver of this kind of image portability. EC2 customers **Foursquare**, **Quora**, **Reddit.com** and others won't soon forget the April 2011 outage at the Amazon Web Services datacenter in northern Virginia. As this report went to press, some customer data was apparently still stuck inside EBS.

Frustrating as the downtime was for its victims, it serves as a useful reminder to other enterprises contemplating cloud use to engineer around expected outages. AWS customers who had built for high availability achieved it. By making it possible to harness private datacenters to multiple public cloud providers, Racemi's DynaCenter is aiming to enable just these kinds of complex and resilient cloud strategies.

Competitors

When Racemi shifted its focus from blade server hardware to rapid provisioning software, it found itself facing new rivals: **Altiris**, **Ejasent**, **Jareva Technologies**, **Moonlight Systems**, **Terraspring** and **Think Dynamics**. Where are they now? Altiris, acquired by **Symantec**, is still in the market as Symantec Altiris Server Management Suite. It can do scripted OS installs as well as automated configuration. Ejasent and Jareva also ended up somewhere inside Symantec, in their cases via **Veritas**. **Lumension Security**, formerly **PatchLink**, bought Moonlight Systems, **Sun** bought Terraspring and Think Dynamics remains the kernel of IBM's Tivoli Provisioning Manager.

Sadly for them, these early efforts at rapid server provisioning were somewhat blindsided by the two big configuration-automation success stories **BladeLogic** and **Opsware**. Both came to the server-provisioning market less from the imaging point of view than with the goal of simplifying existing techniques of getting bare metal into production, which generally boiled down to extensive and arcane hand-coded shell scripts. Perhaps because of their less subtle, more brute-force approach, BladeLogic and Opsware prospered and eventually became the main portfolios from BMC and **Hewlett-Packard**. They face a new generation of upstarts from the open source world, notably **Cfengine**, **Puppet Labs** and **Opscode** (commercial backer of the Chef tool).

Racemi's most constant foe, though, is **PlateSpin**, now part of Novell. Like Racemi, PlateSpin can encapsulate a server image for portability between physical and virtual hosts. **Egenera**, now partnering with HP; Scalent, now Advanced Infrastructure Manager within **Dell**; and **RackWare** each offer variations on dynamic workload management. Newer cloud-focused provisioning specialists include (but are not limited to) **CloudSwitch** and **RightScale**. Both, however, depend on the presence of virtualization to permit them to capture images.

T1R take

Racemi has informally followed the motto of having its focus be one inch wide, but one mile deep. The company admits that it doesn't do everything that a VMware or RightScale is able to accomplish, but therein lies the silver lining. There is a healthy element of 'cooperation' between Racemi and these providers, which are able to layer their management platforms on top of Racemi's provisioning and migration capabilities. In addition, T1R believes that Racemi does enough for managed service providers without creating the typical 'marketecture' fatigue that entraps so many growing managed hosting providers. Enough, that is, to solve two of the pressing worries of enterprises: how do I easily and quickly migrate and integrate my complex workloads to a cloud platform; and how do I do so without the risk of locking myself in unnecessarily, if it wasn't what I expected?

Looking further down the road, Racemi envisions the commoditization of much of the hypervisor, compute layer and storage capabilities of today. And it won't wait for interoperable standards to permeate the industry – with the logic that commercial entities change and innovate faster than do standards bodies. But how does it get there quickly enough? Partially through its relationship with CA, which puts it in front of many enterprises and providers, but moreso through managed service providers with flexible services that it believes will be priced in accordance with the small and medium-sized enterprises. And being transactionally focused in its licensing model is top of mind for the tech vendor, explaining the service provider-friendly SaaS model that we can expect to see coming to market later this year.

Special from The 451 Group's Market Insight Service.

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Accelerating Cloud Adoption

In the next 60 seconds, you'll learn how Racemi's cloud migration solutions can help Cloud and Hosting Providers attract new customers and increase monthly realized revenues in existing accounts.

Racemi's innovative server migration technology, brings point and click simplicity to the migration of existing physical and virtual servers, reducing partner dependency on time consuming manual migration methods that discourage new customers and delay monthly revenues.

Our automated, self-service solutions support a wide range of migration options, dramatically reducing the barriers to cloud adoption, and helping Cloud and Hosting Providers partners drive new revenue while simultaneously lowering costs.

And Racemi offers a wide range of partnering choices, with implementation and licensing options that are sure to meet your business and technology needs.

To learn more about Racemi Cloud Path or the Racemi Affiliate Program, contact us at www.racemi.com or info@racemi.com

Cloud computing promises to change the way businesses deliver their IT services forever...assuming you can figure out how to get there.

With Racemi cloud migration solutions, businesses can quickly and easily migrate their existing physical and virtual applications to industry leading cloud computing platforms, without any risk, upfront costs, or long term contracts. Take advantage of the power and flexibility of cloud computing today.

Racemi – Accelerating Cloud Adoption.

Cloud computing promises to change the way businesses deliver their IT services forever...assuming you can figure out how to get there.

But What If there was a Fast, Automated, Unattended way to Migrate your Physical and Virtual Servers to the [arrow symbol] Cloud in Minutes Instead of Days?

What If that solution was provided as a software as a service (SaaS) and required No Infrastructure To Buy Or Maintain?

What If that solution Supported migrations to Major Cloud Providers like Amazon, GoGrid, Rackspace, and Terremark?

and What If that solution offered PAYGO Licensing with No Upfront Fees, Long Term Commitment Or Contract?

What If that solution was Available Here, Now?

[words build into "Cloud Path" – logo drops into place on the "o"]

Cloud Migration Simplified



Racemi Cloud Path

Accelerating Cloud Adoption

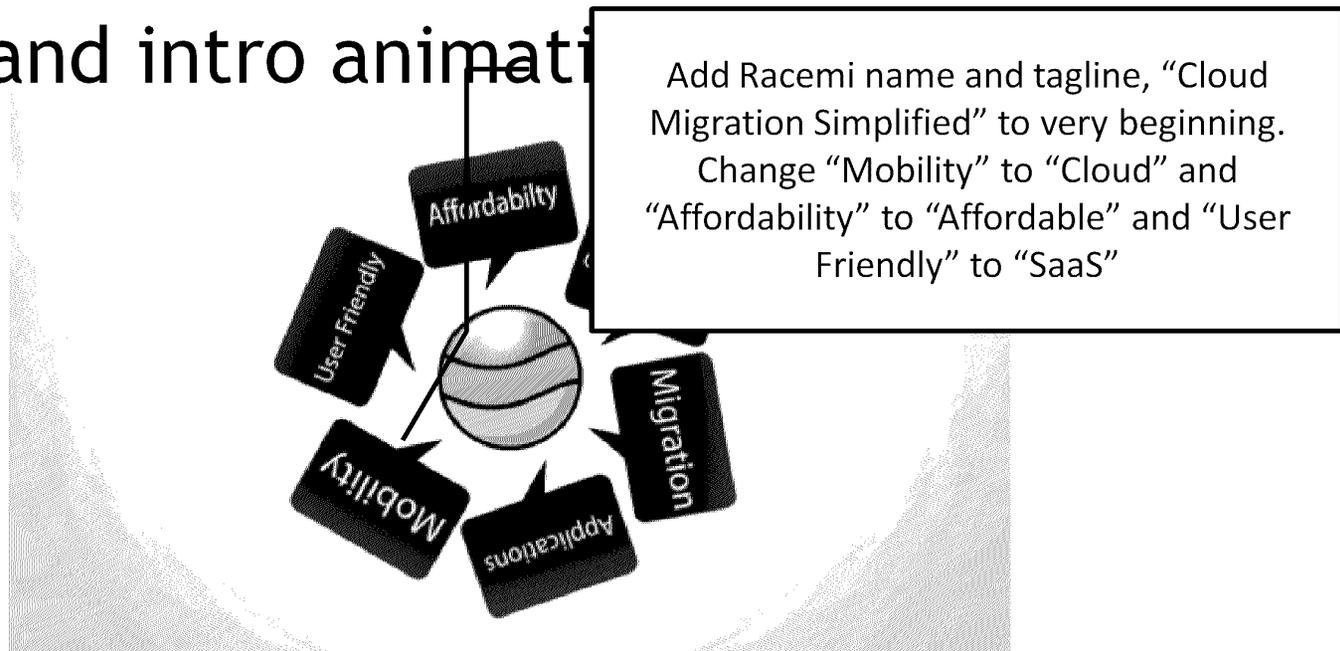
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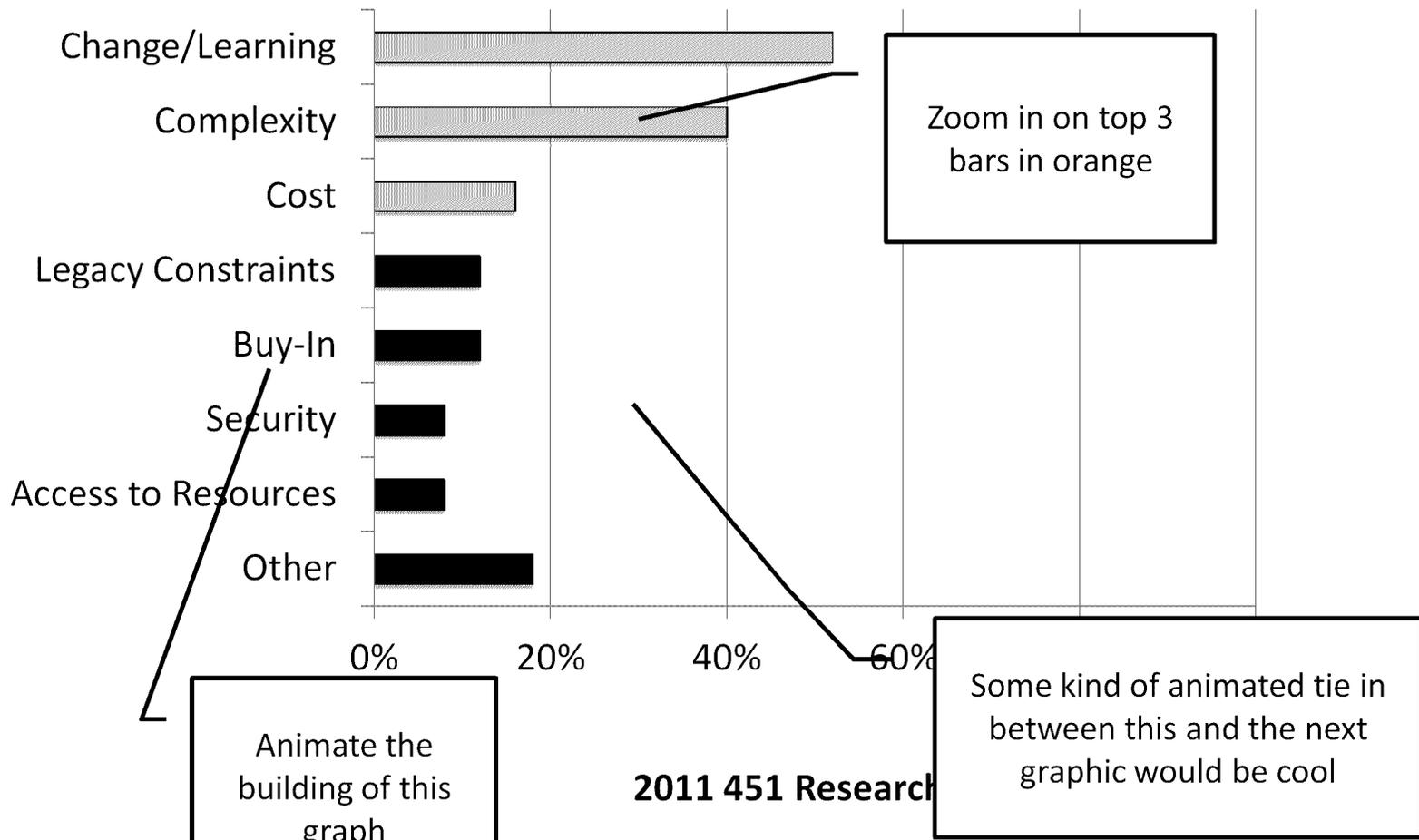
RAC0000421

Intro titles and animation

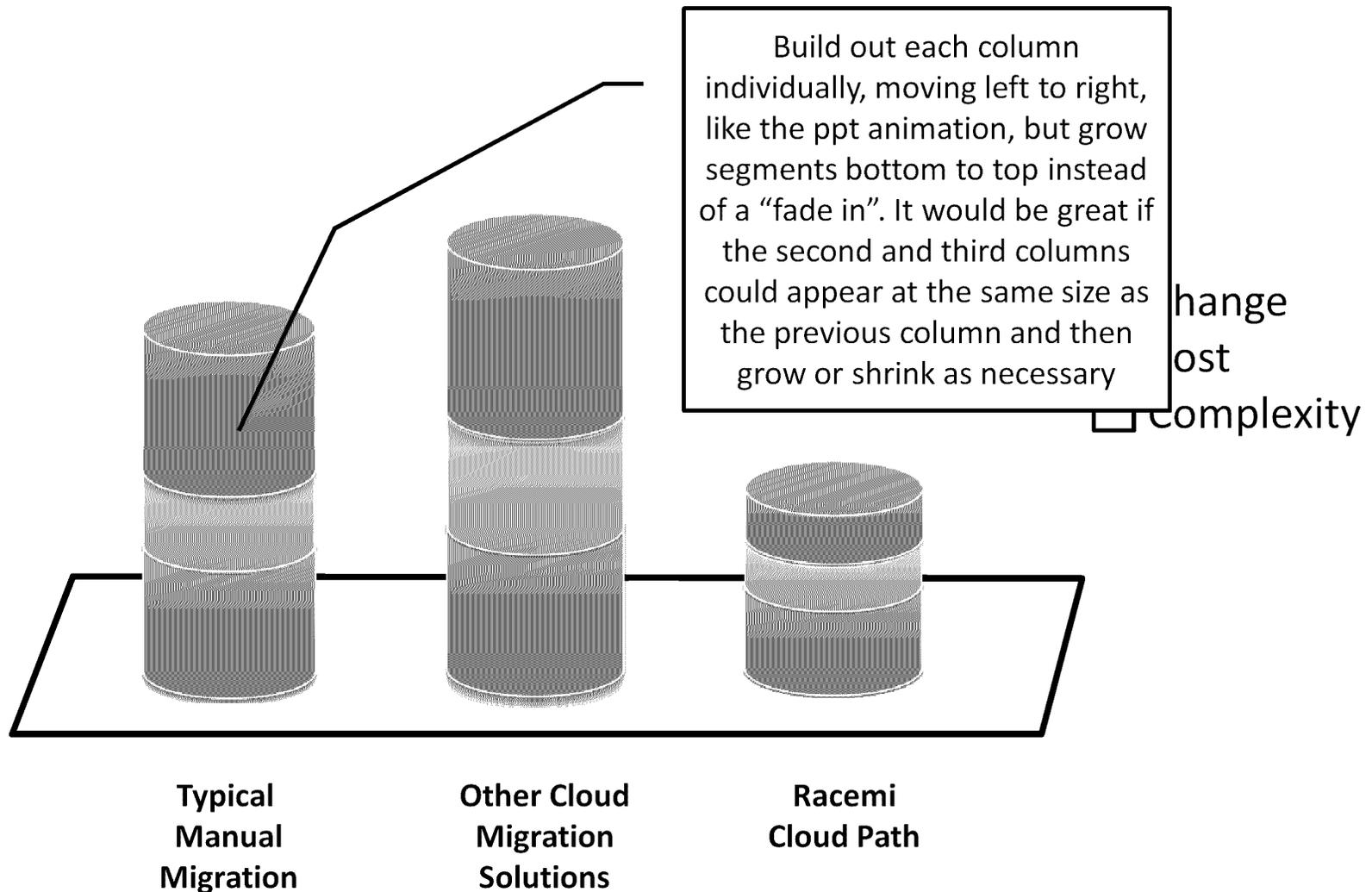
- Intro Title
 - Reducing the Cost and Complexity of Cloud Migrations
- Logo and intro animation



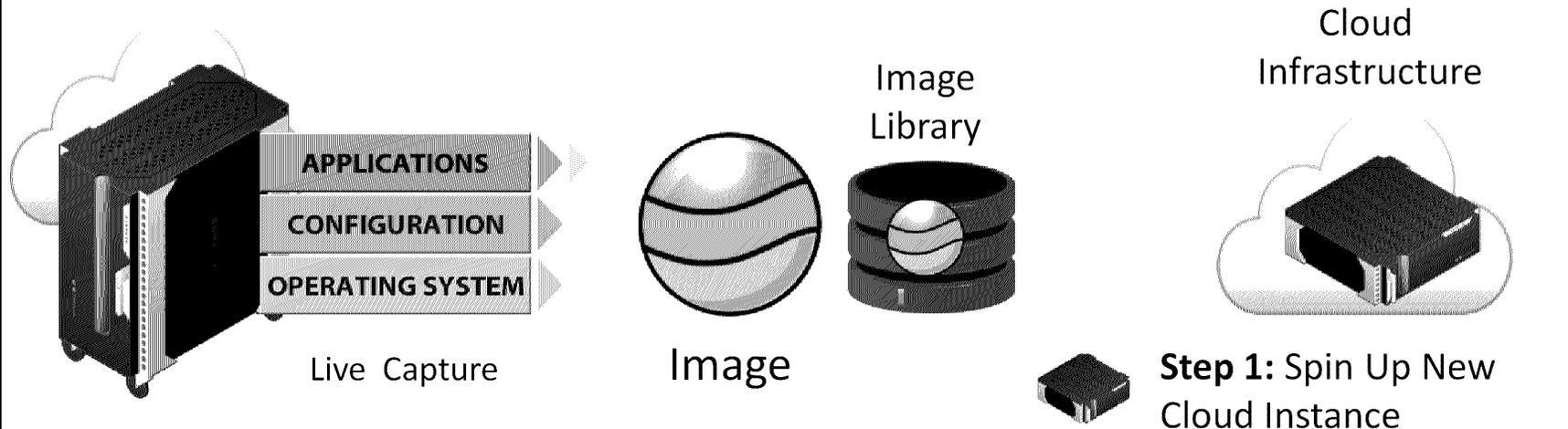
Inhibitors of Public/Hybrid Cloud Projects



Minimizing Change, Cost, and Complexity



Racemi Automated Cloud Migrations



Customer Physical, Virtual, or Cloud Source Server

Animate this slide. Use the server and cloud graphics from our other video for consistency



Step 1: Spin Up New Cloud Instance



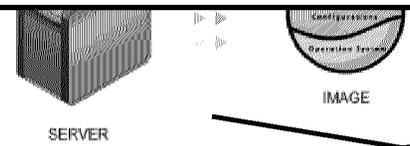
Step 2: Auto-Install The Racemi Agent



Step 3: Configure Image Payload For Target Cloud



Step 4: Deploy Image

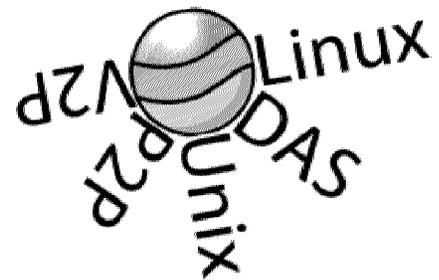


Can use first half of existing video segment

Racemi

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Transition



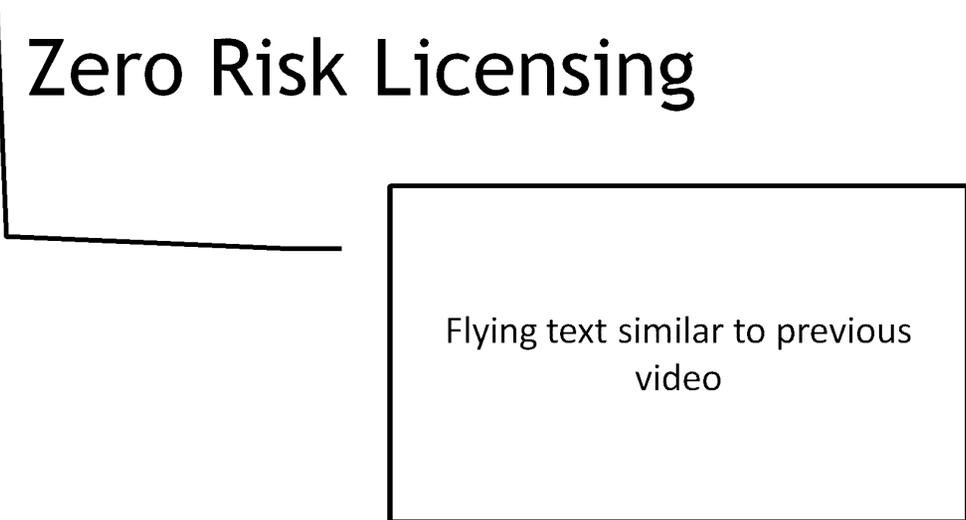
Change Text to "SaaS, P2C, V2C, C2C,
Migrate, DR"

Racemi®

Racemi Inc. All Rights Reserved

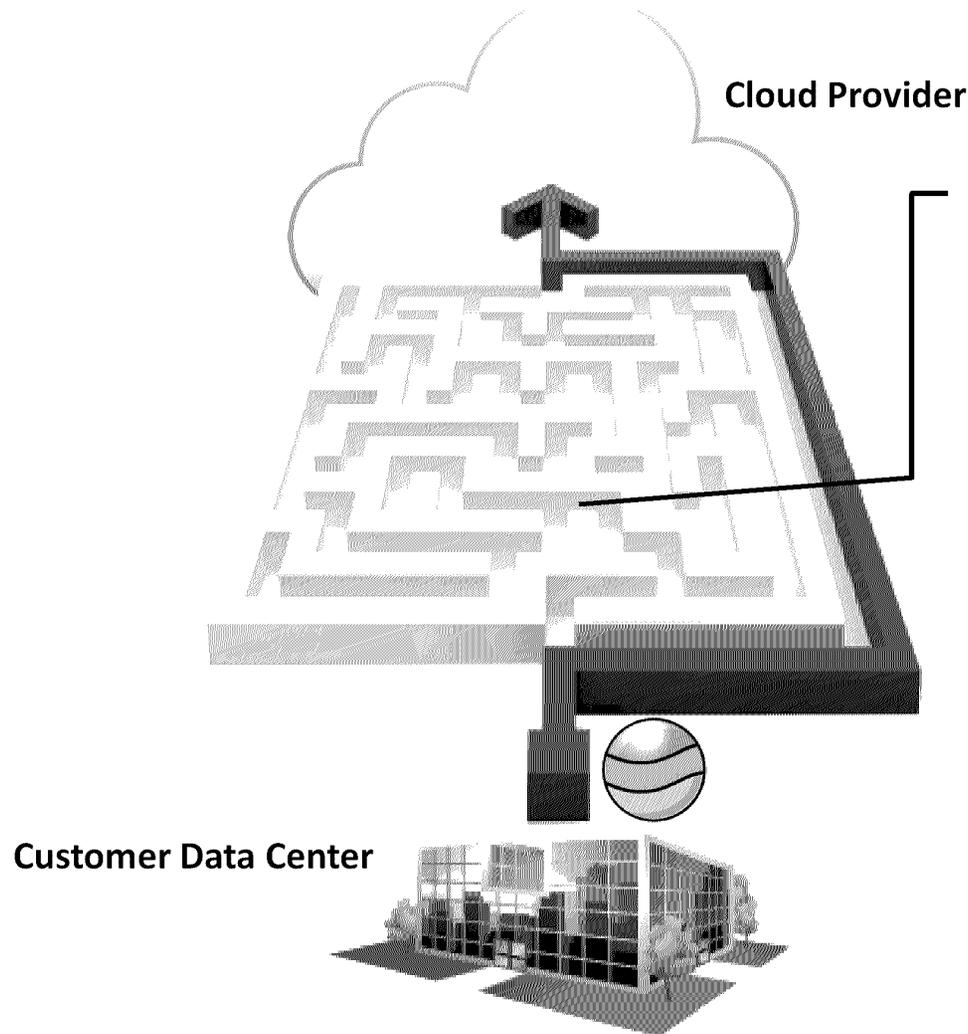
End Customer Benefits

- Migrate physical, virtual, and even other cloud servers
- SaaS application
- Zero Risk Licensing



Flying text similar to previous video

Overcoming Cloud Adoption Barriers

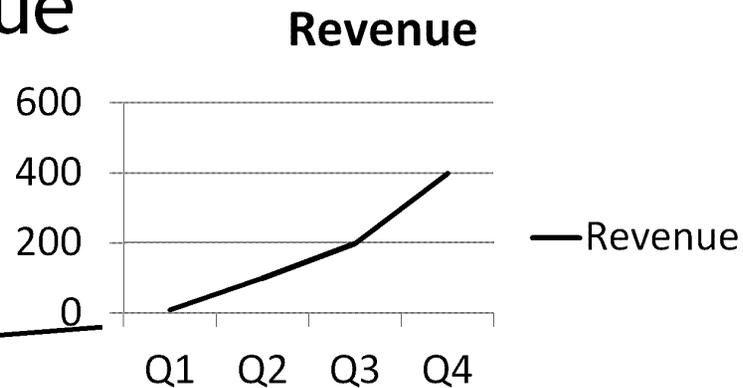


Maybe something like this with an animation of the arrow bypassing the maze or the image following the arrow.

Partner Benefits

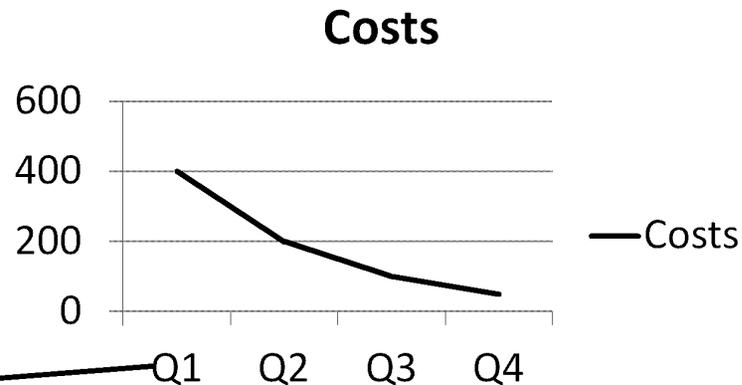
- Increase revenue

Animation of revenue growth. Arrow progressing and camera zoom in



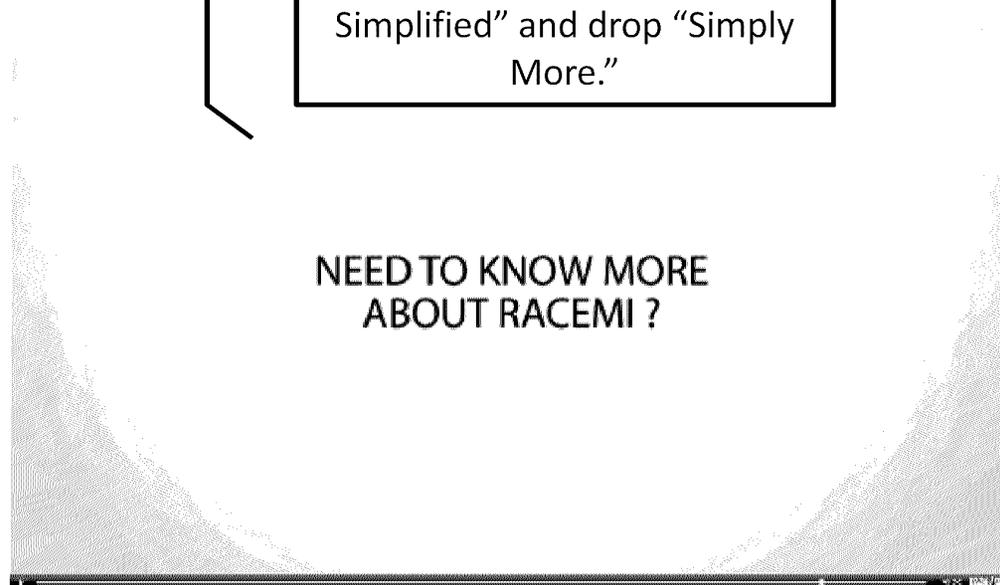
- Lower costs

Animation of cost reduction. Arrow progressing and camera zoom in



Closing Titles

Should be able to use most of the previous video, just change tagline to “Cloud Migration Simplified” and drop “Simply More.”

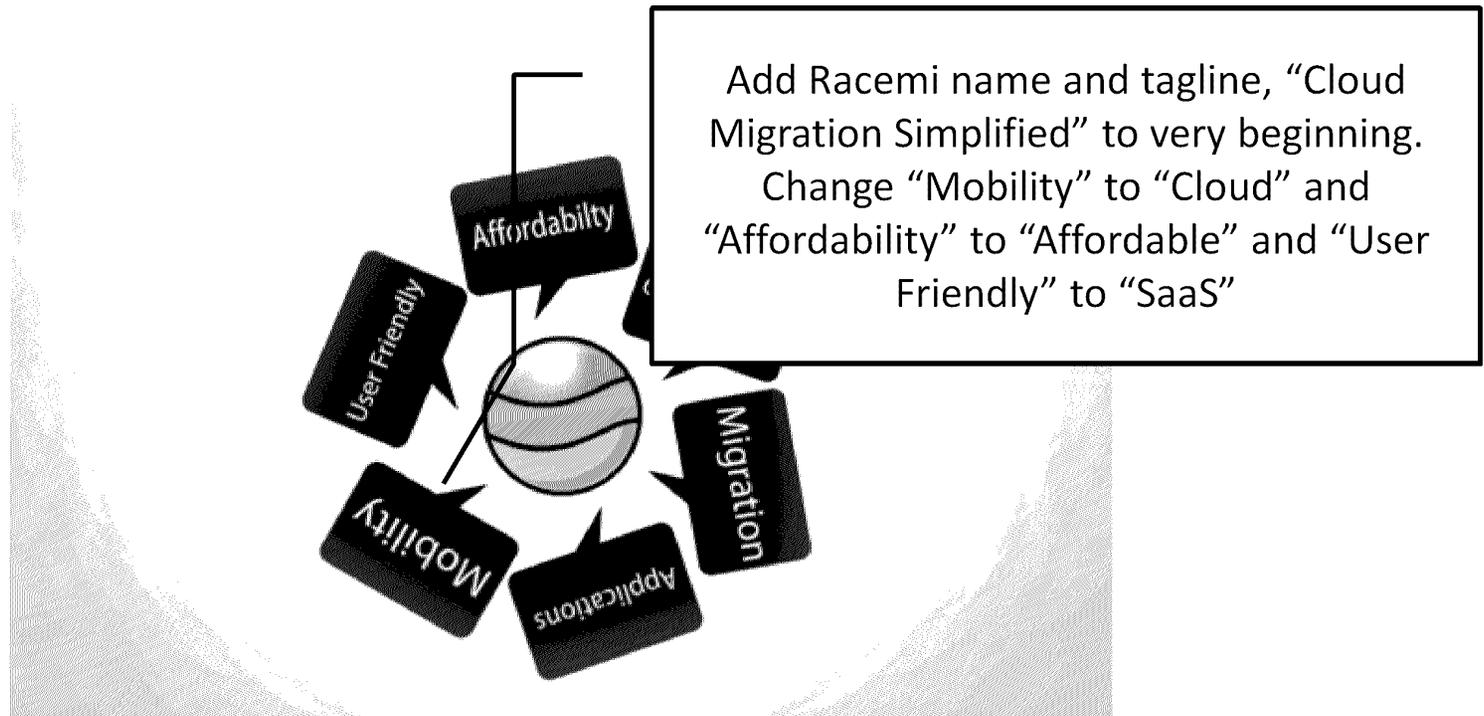




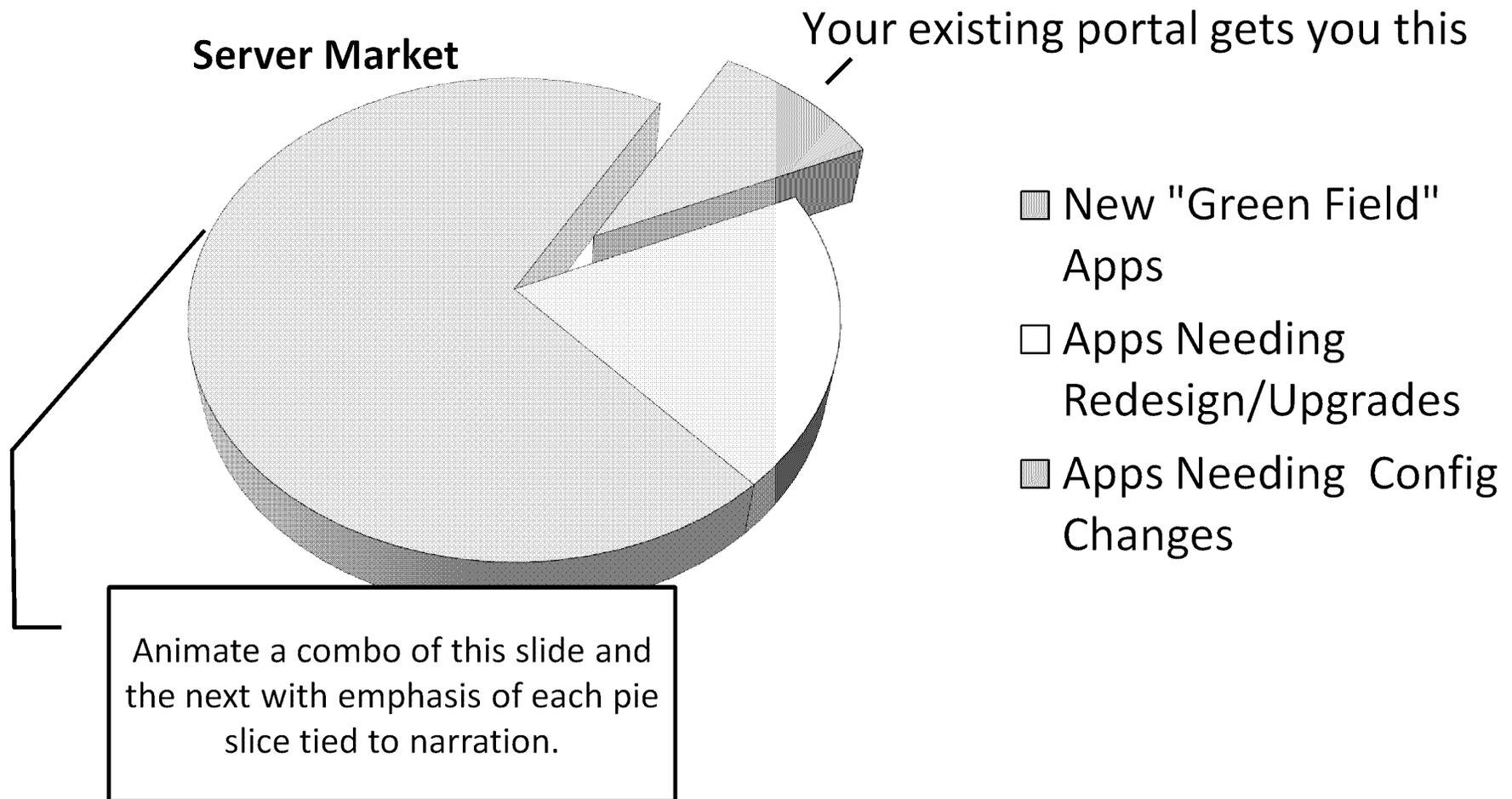
Accelerating Cloud Adoption

Intro titles and animation

- Intro Title
 - Accelerating Cloud Adoption
- Logo and intro animation

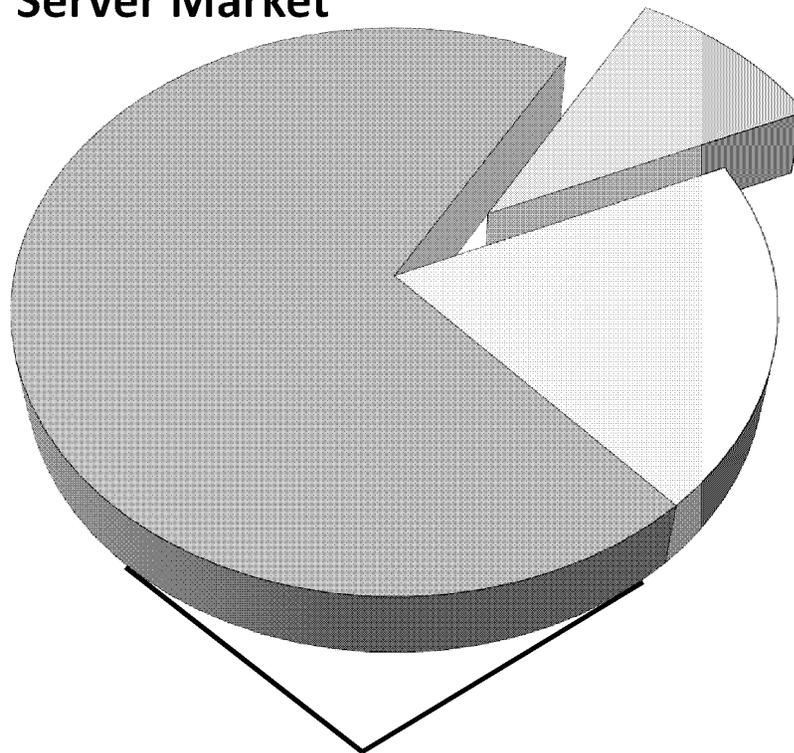


Typical Cloud Platform



Racemi Migration Solutions

Server Market

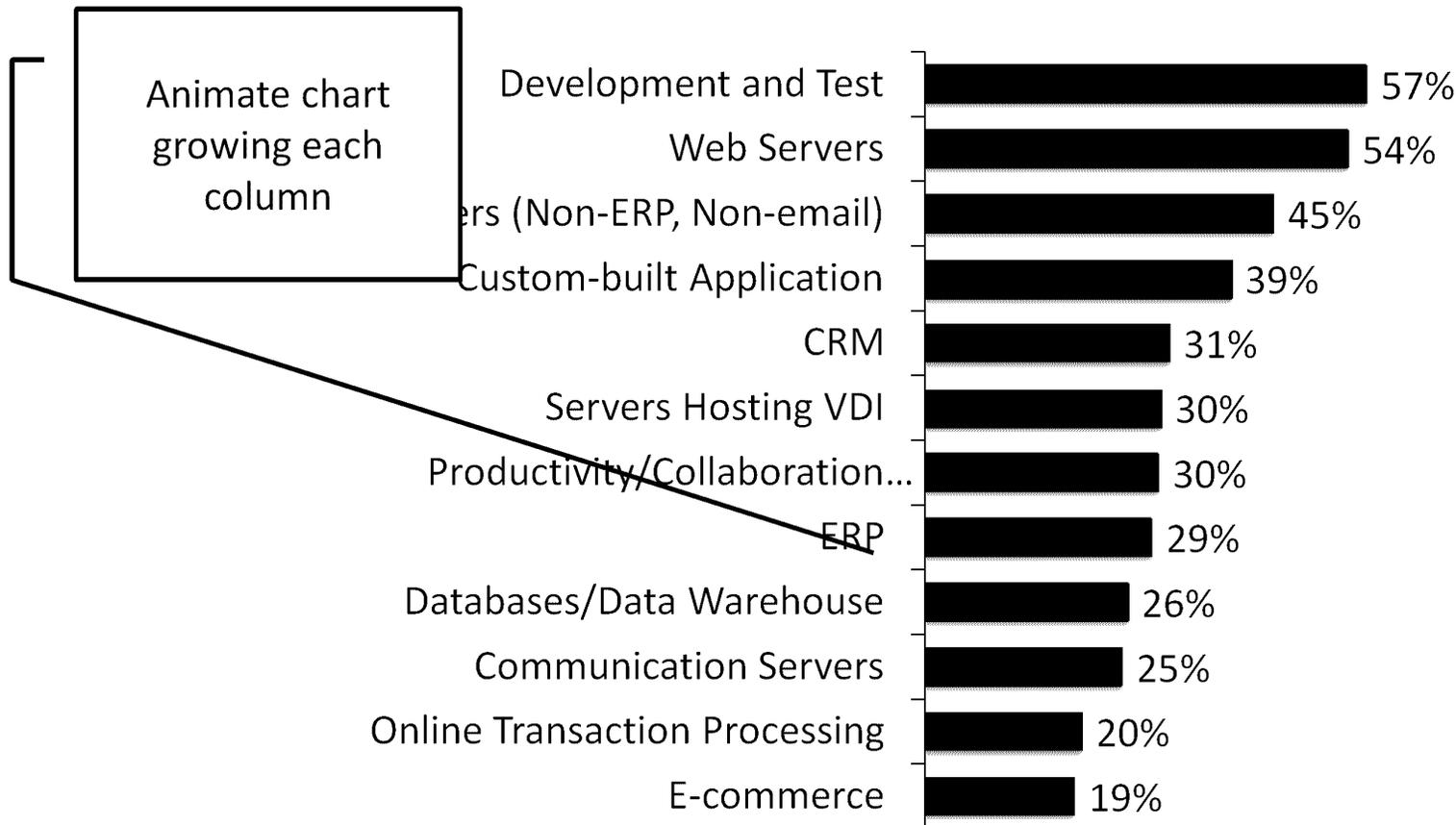


- New "Green Field" Apps
- Apps Needing Redesign/Upgrades
- Apps Needing Config Changes

**Racemi Helps You Capture
This Market**

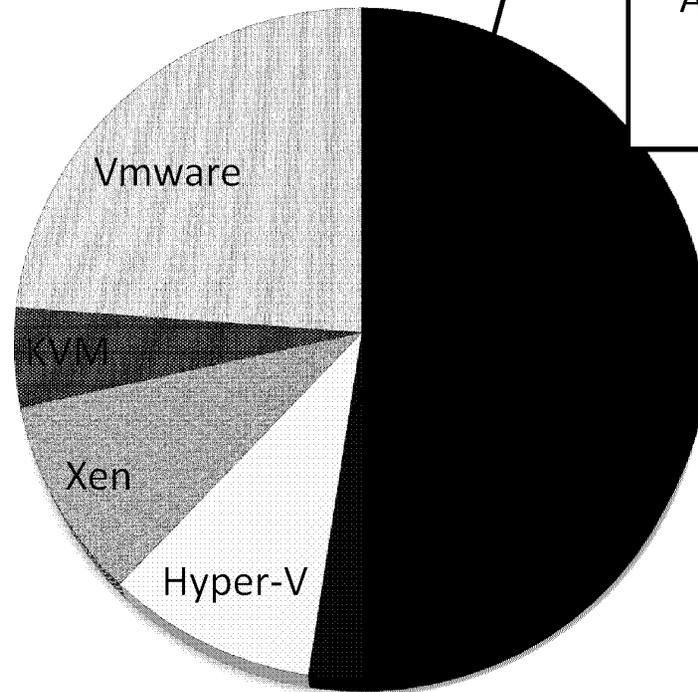
Importing VMs is a Partial Solution

What Percentage of Workloads are Currently Virtualized?



Server Market Breakdown

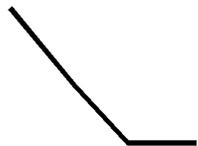
Server Market Share



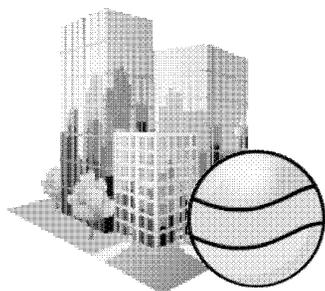
Animate with emphasis of each pie slice tied to narration.

Racemi Automated Cloud Migrations

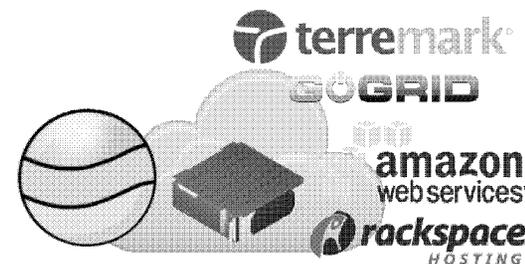
- Migrate Physical, Virtual, and even other cloud servers
 - reach new customers
 - Expand footprint in existing customers
- Migrate between public, VPC, managed and even dedicated cloud infrastructure



Full Migration Capabilities



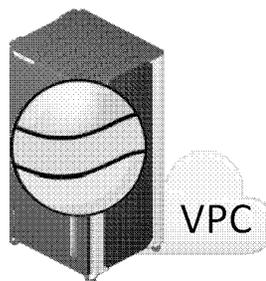
Dedicated and Virtual Applications
In Customer Data Center



Customer Applications
In Another Public Cloud

Public, VPC, or Dedicated
Cloud Infrastructure

Some variation
of this concept
animated

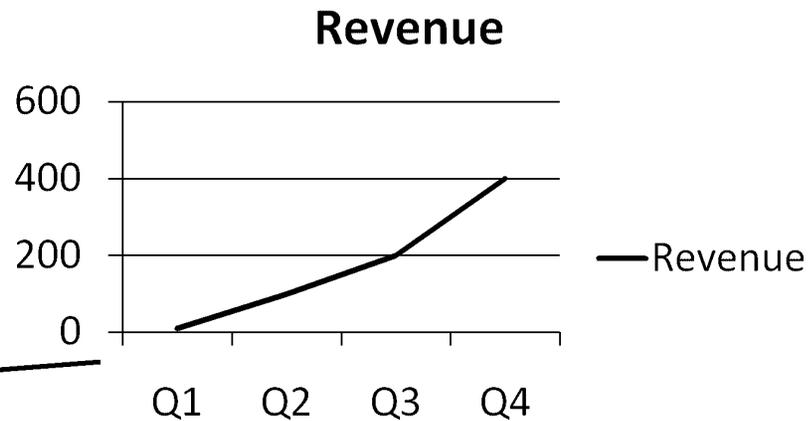


Between Your Public, VPC, Managed, and Dedicated Clouds

Partner Benefits

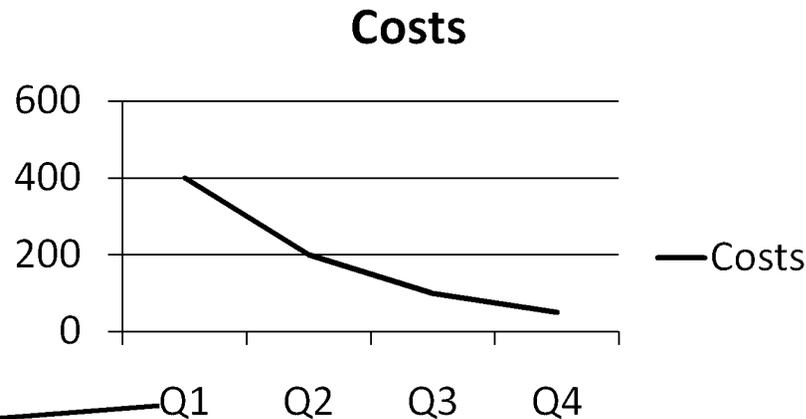
- Increase revenue

Animation of revenue growth. Arrow progressing and camera zoom in



- Lower costs

Animation of cost reduction. Arrow progressing and camera zoom in



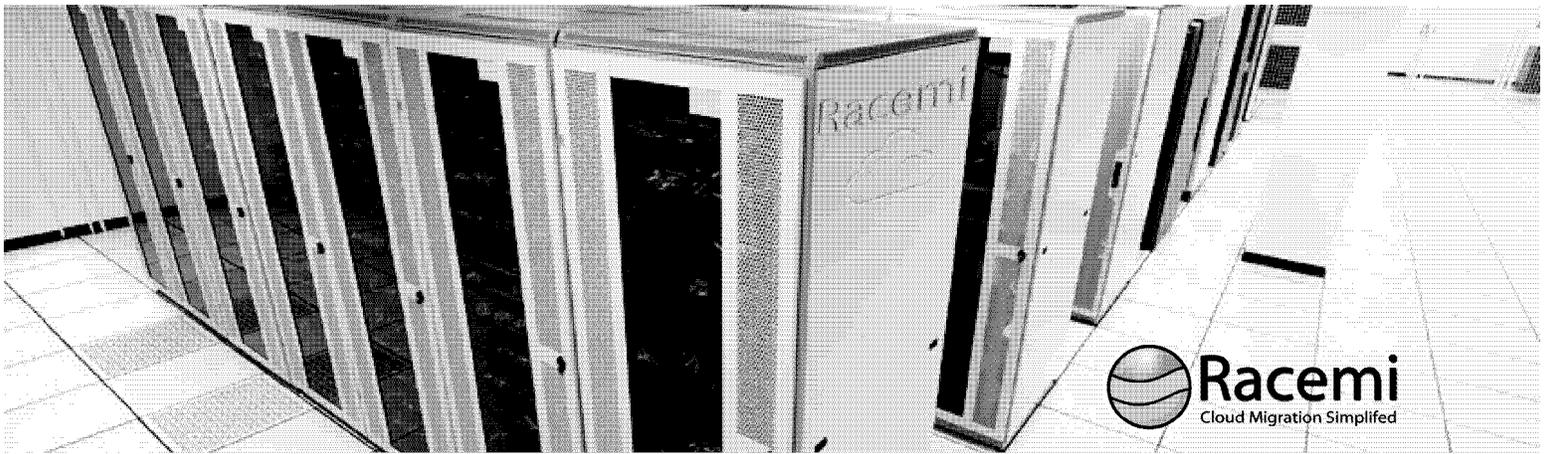
Closing Titles

Should be able to use most of the previous video, just change tagline to “Cloud Migration Simplified” and drop “Simply More.”

NEED TO KNOW MORE
ABOUT RACEMI ?

VMware vCloud Partner Call Script Outline

- VMware partner that offers software for automatically migrating existing physical and virtual workloads into “vCloud Powered” clouds
 - Primary use case 1 – migrations from AWS to vCloud providers
 - Primary use case 2 – migrations from customer data center to vCloud providers
- Support for heterogeneous virtual and cloud platforms (Xen, HyperV, AWS, OpenStack, CloudStack)
- SaaS based – no infrastructure to buy, install or manage.
 - Racemi covers all hosting and support costs
 - Easy to use web console for self-service, automated, unattended migrations
- Flexible partner options
 - Pay as you go option with waterfall volume discounts
 - Price lock in with volume commitment
 - Co-branding and private label options
- Fast go to market
 - Can certify your cloud in as little as 30 days
- Immediate ROI
 - Cost of migration pays for itself in the form of monthly recurring revenue in the first month.
- Technology
 - Integrate with vCloud Director APIs to automatically provision the server in the customer’s account using their credentials.
 - Not VMDK file conversion – we are image based, live capture of entire server stack – OS, apps, config, and data
 - CPU sensitive throttling
 - Automatically inject appropriate vm tools and configure disk layout to function correctly in your vCloud powered cloud/data center



Who Is Racemi?

- Racemi is a VMware TAP partner that provides automated vCHS and vCloud migration solutions.

What Is Racemi Cloud Path?

Cloud Path is a Software as a Service (**SaaS**) that enables **automated migration** of customer's existing servers to certified vCloud powered clouds. Main benefits include:

- **Migration of AWS, Rackspace, and other cloud instances into vCloud powered clouds.**
- Automated migration of **physical, virtual, & cloud servers** to vCloud powered data centers.
- **No infrastructure** to deploy on the partner or customer site. The user simply installs the Cloud Path agent and migrates the server via our easy to use web console.
- **Flexible licensing options** including "pay as you go" monthly billing.

How is Cloud Path different from vCloud Connector?

- Cloud Path can **migrate existing instances in AWS, Rackspace, or other cloud providers into vCHS or certified vCloud Powered data centers.**
- In addition to virtual servers, Racemi supports the migration of **physical** and virtual servers on other hypervisor platforms (Xen, KBM, Hyper-V) **in one easy migration step.**
- Racemi does a **Live Capture** of the server - no server down time required.

Why Should I Consider Racemi Cloud Path?

- Racemi Cloud Path can help you **migrate your new customers more quickly**, accelerating your Monthly Recurring Revenues and helping ensure customer satisfaction and retention.
- Cloud Path can help you **expand your footprint in existing accounts** by making it easier to migrate physical servers or virtual servers on other virtualization platforms such as Hyper-V and Xen.
- Cloud Path can quickly and easily **migrate customers from AWS, Rackspace, or other cloud providers** to your certified vCloud powered cloud.

How Long Will It Take To Implement My vCloud?

- Racemi integrates with your vCloud Director APIs to automatically provision cloud instances on the customer's behalf, so certification is essential to ensuring consistent results for end customers. Once you have selected the licensing option that meets your business goals, it typically takes 4-6 weeks to certify your vCloud powered cloud. Racemi handles all certification efforts and simply requires a free test account for our engineers during the certification process.

Where can I learn more about Cloud Path?

Visit <http://www.racemi.com/vmware> or contact Madison Sage at msage@racemi.com

Fig. 1 - Racemi Cloud Path captures the entire server “stack” (OS, application, configuration) and automatically configures it to run correctly as a vCHS or vCloud vApp and VM instance.

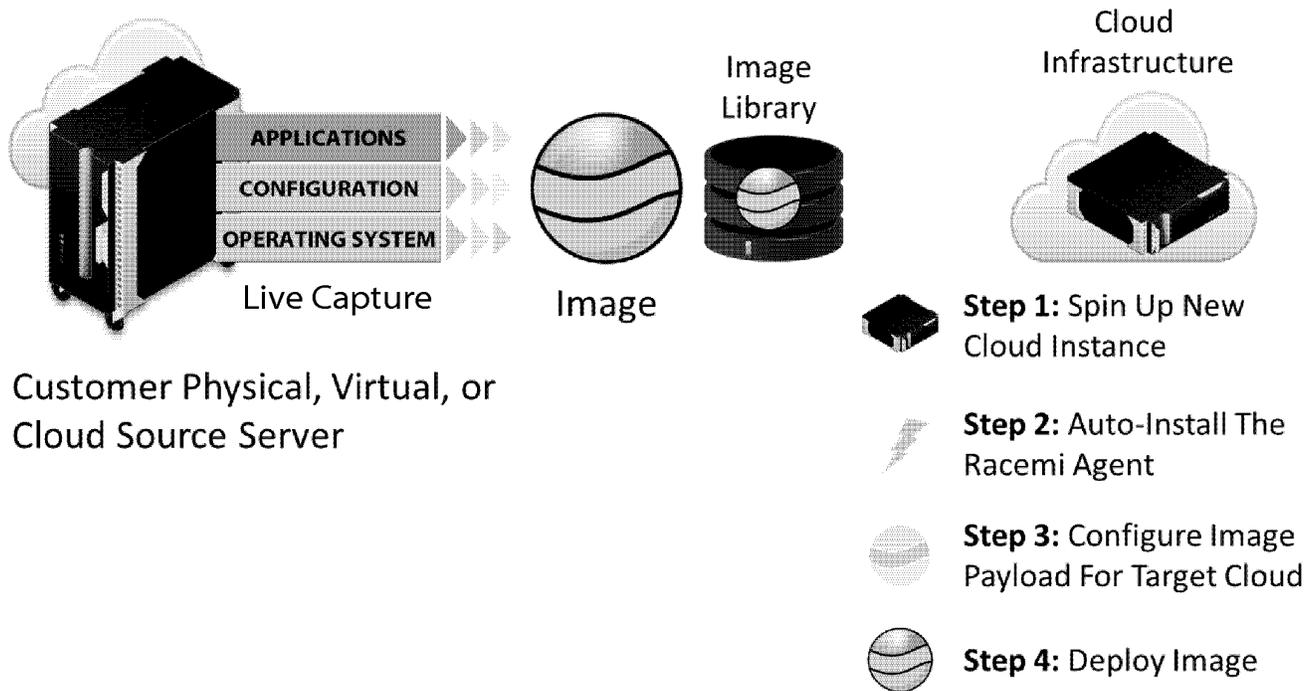
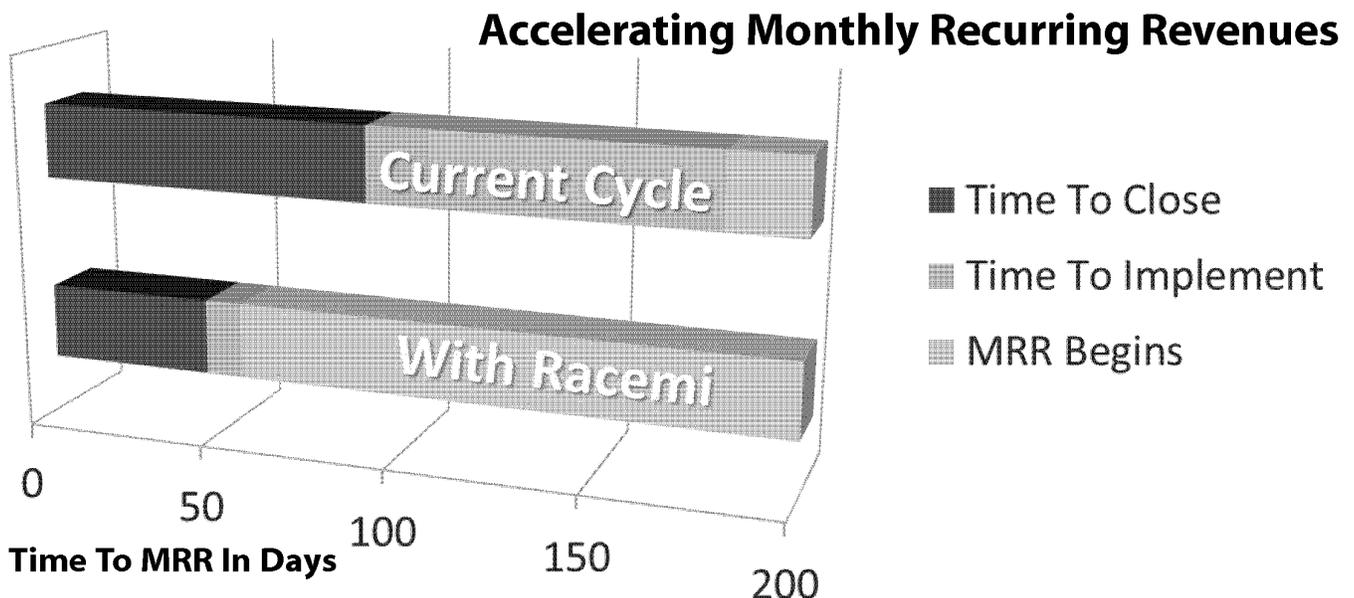


Fig. 2 - VSPP Partners - Accelerate Your Monthly Recurring Revenues By Quickly Migrating New Customers into your vCloud Powered cloud service.



What People Are Saying

“Racemi Cloud Path was the clear choice for migrating my servers into the cloud. It was fast, automated, and easy to use, plus there were no upfront fees or long term contracts to hassle with. I can’t imagine using anything else for my cloud migrations.” – Rajiv Hira, Soci-Ads

From: James Strayer <jstrayer@racemi.com>
To: 'Lawrence Guillory' <lguillory@racemi.com>
Sent: 8/30/2011 10:34:31 AM
Subject: who is for updraft

Registrant:
Updraft Communications
18267 Bollinger Canyon Rd.
San Ramon, CA 94583
US

Domain Name: UPDRAFT.COM

Administrative Contact:
Heilig, Russell updraft@UPDRAFT.COM
Updraft Communications
18267 BOLLINGER CANYON RD
SAN RAMON, CA 94583-1505
US
+1 510 837 5955

Technical Contact:
Administrator, Domain domain@pair.com
pair Networks
2403 Sidney St, Suite 510
Pittsburgh, PA 15203
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+1 412 381 7247 fax: +1 412 381 9997

James Strayer
VP Product Management and Marketing
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<http://www.racemi.com>

Point-and-Click your local Servers to the Cloud: Racemi

Summary: *Racemi is offering a service that will let you move your existing servers to the cloud, or from one cloud vendor to another, with a point and a click.*

By [Steven J. Vaughan-Nichols](#) for [Linux and Open Source](#) | October 18, 2011 -- 09:45 GMT (02:45 PDT)

(<http://www.zdnet.com/i/story/60/05/009762/racemi-logo.png>)



As people are getting their heads around the economic benefits of cloud computing-- pay just for what you use servers and services--I've been hearing a lot of people say they'd use the cloud if only they could move their existing servers to the cloud without a lot of blood, sweat, and toil. This is where [Racemi](#) (<http://www.racemi.com>), a cloud-services company, comes in with its easy server migration program.

Racemi's answer for server to cloud migration is an online point-and-click tool that lets you easily take your servers from your server room to the cloud of your choice. This magic trick is called Racemi [Cloud Path](#) (<http://www.racemi.com/index.php/products/cloudpathmenu>).

Cloud Path is a Software as a Service (SaaS) offering that the company claims "requires no infrastructure at the customer location so there is no hardware to buy and nothing to maintain. Cloud Path makes it possible to quickly migrate existing applications to cloud computing providers, like [Amazon EC2](#) (<http://aws.amazon.com/ec2>), [Rackspace](#) (<http://www.rackspace.com/>), [Terremark](#) (<http://www.terremark.com/default.aspx>), and [GoGrid](#) (<http://www.gogrid.com/>) without costly professional services or rebuilding servers from scratch. By comparison, it can take hours or even days to migrate an existing application manually, costing hundreds or even thousands of dollars."

In a statement, James Strayer, Racemi's VP of product management, said, "We've taken our award-winning [DynaCenter](#) (<http://www.racemi.com/index.php/products/dynacenter>) image-based provisioning software and made it available online as a service. This enables businesses to migrate their existing applications into the cloud with very little cost and absolutely zero risk. There is no easier way to get into cloud computing."

I might just assume that was hype, but Racemi has actually been doing a good job of moving servers for a while now. Before [Racemi DynaCenter 4.0, which was released this spring](#) (<http://www.zdnet.com/blog/virtualization/checking-in-checking-out-racemi-frees-cloud-workloads/3032>), made it possible to move workloads from physical server to virtual and cloud systems, it had long been used move servers from one machine to another.

The really neat thing about this is that DynaCenter, and now Cloud Path, doesn't require you to modify your server to make it portable. In short, you really can just move your local servers to the cloud without a lot of pain and suffering.

Just as nice, with Cloud Path you can avoid cloud vendor lock-in. Say you discover that Amazon EC2 isn't for you. Usually shifting from one cloud provider can be another can be a nightmare. Racemi promises that Cloud Path can also make shifting servers from one cloud to another a simple point-and-click operation. I really like the sounds of that.

Cloud Path works by comparing the configuration and resources of the source and destination servers, and configuring the necessary network, storage, and virtual machine components "in-flight" to ensure that the image can be run on the target cloud platform. Thus, it automates the migration process so that all need do is to make any needed tweaks on its journey to the cloud and then check it out once it's arrived.

While I haven't tried it myself, others have tried it out and it seems to work. In a press statement, Rachel Chalmers, research director for [The 451 Group](http://www.451group.com/) (http://www.451group.com/) a respected research company, said, "More and more organizations need cloud on-boarding and migration tools, and this [machine to cloud and cloud-to-cloud] is a natural application for Racemi's technology. Making it easily available via software-as-a-service is the logical next step."

You can give it a run for yourself for free and see it works for you. As part of its beta testing, [Racemi is offering free cloud migrations for its first hundred users](http://www.racemi.com/index.php/component/content/article/92-catpromo/132-freemigrationspromo) (http://www.racemi.com/index.php/component/content/article/92-catpromo/132-freemigrationspromo) . At this time, they're only supporting the migration of [Red Hat Enterprise Linux \(RHEL\)](http://www.redhat.com/rhel/) (http://www.redhat.com/rhel/) and [CentOS](http://www.centos.org) (http://www.centos.org) Linux to Amazon EC2, GoGrid, Rackspace, and Terremark. The company will be offering additional OS platforms and cloud providers as the project matures.

Even if you miss this trial, you're still not out of luck. You only pay for Cloud Path's migration service if it works. So, if you've been thinking about trying the cloud out for your servers, but the headaches of migration and fear of cloud vendor lock-in was stopping you, Cloud Path is for you.

Related Stories:

[Checking in, checking out, Racemi frees cloud workloads](http://www.zdnet.com/blog/virtualization/checking-in-checking-out-racemi-frees-cloud-workloads/3032) (http://www.zdnet.com/blog/virtualization/checking-in-checking-out-racemi-frees-cloud-workloads/3032)

[Freeing virtual machines - Racemi](http://www.zdnet.com/blog/virtualization/freeing-virtual-machines-racemi/2804) (http://www.zdnet.com/blog/virtualization/freeing-virtual-machines-racemi/2804)

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[Ubuntu Linux heads to the clouds](http://www.zdnet.com/blog/virtualization/freeing-virtual-machines-racemi/2804) (http://www.zdnet.com/blog/virtualization/freeing-virtual-machines-racemi/2804)

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About [Steven J. Vaughan-Nichols](#)

Steven J. Vaughan-Nichols, aka sjvn, has been writing about technology and the business of technology since CP/M-80 was the cutting edge PC operating system. SJVN covers networking, Linux, open source, and operating systems.

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Talkback

You only pay -

"You only pay for Cloud Path???'s migration service if it works" That sounds like a mighty big "IF"!

That instills confidence in the local IT Manager!



Cynical99

18 October, 2011 12:27

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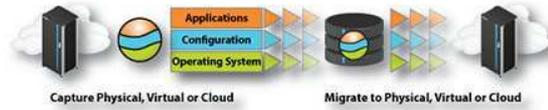
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Racemi is the moving company for the cloud. Racemi Cloud Path™ workload provisioning and migration solution helps accelerate cloud adoption by reducing the time, effort, and cost it takes to migrate existing applications to public, private, or hybrid clouds. With industry first support for migrating application workloads between dissimilar physical, virtual, and cloud infrastructure, Racemi Cloud Path makes it easy for businesses to deploy applications to meet their business needs.



With Cloud Path, there is no infrastructure to buy or maintain and no upfront costs or fees. Racemi's Cloud Path features a zero risk, "pay-as-you-go" licensing plan. It ensures that our customers are only billed for what they use - you only pay for successful migrations.



Racemi has hundreds of customers, users, and partners, and our software is installed on thousands of servers in Global 2000 data centers around the world. What makes Racemi different is that we automatically migrate your existing physical or virtual servers, regardless of platform, to your cloud of choice. Racemi's Dynamic Imaging Technology™ captures your entire physical, virtual, or cloud server into an "image" and stores it in your image library. These images contain the entire operating system, applications, and configuration for your server. Images can then be used to create new server instances on dissimilar physical, virtual, or cloud platforms. Racemi automatically provisions your image of choice, inserts any necessary virtual or cloud tools, and configures the file system and NICs.

It's that easy - there is simply no easier way to migrate existing server applications to cloud infrastructure.

Get started today! [Sign up for a Cloud Path tour.](#)



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- Platform as a Service
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Cloud Migration Company Announces \$7 Million Funding

Posted on [July 18, 2012](#) by [admin](#)

Racemi solutions easily move server workloads to the cloud

ATLANTA, July 17, 2012 – Racemi, the moving company for the cloud, announced today it has closed a \$7 million Series B round of venture financing to further develop and market its software for migrating workloads to cloud computing.

Led by [Paladin Capital Group](#) and [Harbert Venture Partners](#), the funding will be used to scale Racemi sales, services and engineering to meet demand for its cloud migration software.

Racemi's software automates migration of existing workloads to all the major cloud platforms. This means it is no longer necessary to rebuild servers from scratch in the cloud, which translates to significant time and cost savings.

The Racemi software provides flexibility to move workloads between dissimilar physical, virtual and cloud platforms in any combination or direction. For customers, this minimizes any unease over vendor lock-in, while enabling high availability or disaster recovery strategies that span providers. Racemi's software supports both Linux and Windows, all of the major hypervisor platforms and major cloud platforms including Amazon EC2, CloudStack, GoGrid, OpenStack, Rackspace and Terremark.

"2011 was a great year for us and 2012 has been even better. It was clear that demand was going to outpace our current team and we needed to expand our growing company," said Lawrence Guillory, CEO, Racemi. "Our software fully automates the migration of server workloads to both private and public clouds with no application changes and no performance impact. It is in high demand by businesses and cloud service providers because it is the easiest and fastest way to migrate applications to the cloud."

A report by industry analysts, [451 Research](#), estimated that the on-ramp/cloud-broker sector will grow at a CAGR (compound annual growth rate) of 62 percent through 2014. The report stated: "In a world of increasingly cloud-focused IT environments, it is no surprise that the on-ramps/cloud brokers space is expected to be the fastest-growing market segment."

"Racemi is at the forefront of cloud enablement technologies, dramatically reducing the cost and complexity barriers to cloud adoption," said Philip Eliot, principal of Paladin Capital Group.

Racemi makes its [DynaCenter](#) software available to cloud providers, professional services teams, and ISVs (independent software vendors) to incorporate into their offerings providing an easy way to add cloud on-boarding capabilities into their products and services. Without cloud on-boarding, many of these firms are facing slow growth in managed workloads. With Racemi, customers have a cloud on-boarding capability they can immediately leverage.

For small- and medium-size enterprises, the company offers [Cloud Path](#), which is a SaaS (software-as-a-service) version of its cloud migration software allowing customers to migrate their applications into clouds in minutes rather than weeks or months. Racemi's pay-per-use pricing enables customers to use Cloud Path risk free, because they are only billed for successful migrations. There is no infrastructure to install at the customer location so there is no hardware to buy and nothing to maintain.

"Racemi addresses one of the most vexing issues that come with the rush to cloud computing – how to get existing workloads up and running rather than spending time and money on custom development for clouds," said

12/10/13

Cloud Migration Company Announces \$7 Million Funding | Paladin Capital Group

Wayne Hunter, managing partner of Harbert Venture Partners. "We see Racemi as the easiest on-ramp available today for cloud computing with its ability to move workloads, as needed."

Philip Eliot and Wayne Hunter have joined Racemi's board of directors.

Racemi migrates workloads to the cloud by comparing the configurations of the source and destination servers, and then configuring the necessary cloud tools, virtual machine components, disk and network layout "in-flight" to ensure that the image can be run on the target cloud platform. Unlike other technologies, Racemi's image-based provisioning software does not require modifications to the application. The solution is fully automated, taking only minutes for an administrator to conduct the migration.

About Racemi

Racemi has been named a "Cool Vendor" and has received other industry awards.

The company builds server provisioning and cloud migration technology that allows businesses to quickly migrate their existing physical and virtual servers to, from and between cloud providers and across data centers. For Cloud Service Providers, Racemi is the fastest and best method for on-boarding customers to their cloud.

Racemi also enables customers and partners to automate private data center provisioning by leveraging its market-leading server imaging technology to rapidly provision physical, virtual, or private cloud servers in any automated use case.

For more information, visit www.racemi.com.

About Paladin Capital Group

With offices in Washington, D.C., New York, New York and Dubai, United Arab Emirates, Paladin Capital Group is a leading multi-stage private equity firm providing capital and strategic guidance to growing companies in the IT, telecommunications and alternative energy sectors. The firm focuses on companies with products and services that are "dual use" in nature, serving both commercial and government customers. Paladin has over \$950 million dollars of committed capital across multiple funds and has invested in over 50 portfolio companies.

For more information, visit <http://www.paladincapgroup.com>

#

Racemi, the moving company for the cloud are marks of Racemi. All other trademarks referenced herein are the property of their respective owners.

Contact:

Glenn Rossman, Baker Communications Group, 914-623-8354, Racemi@bakercg.com

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Racemi's Cloud Path SaaS application allows businesses to quickly and easily migrate their existing physical and virtual servers into and between Amazon EC2 instances, without the need to purchase, install, or manage any infrastructure. Skip the manual migration headaches - use Cloud Path to quickly migrate your existing physical and virtual servers to AWSs. With Cloud Path, you get pay as you go pricing with no upfront costs and no long term contracts to worry about. Cloud Path also offers Zero risk licensing - our customers only pay for successful migrations, and with no upfront costs and no ... [Read more](#)

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Delivery Method Software as a Service ([Learn more](#))

Support [Included, see details below](#)

- Highlights**
- Migrate existing physical and virtual servers to Amazon EC2 instances.
 - Fully automated, unattended migrations.
 - Migrate between EC2 regions or from other cloud providers.

Pricing Details

Pricing starts at \$1.99 per GB for pay as you go licensing, \$1.99 per GB for monthly subscriptions

There are no product reviews yet. **Be the first to review this product.**

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Product Description

Racemi's Cloud Path SaaS application allows businesses to quickly and easily migrate their existing physical and virtual servers into and between Amazon EC2 instances, without the need to purchase, install, or manage any infrastructure. Skip the manual migration headaches - use Cloud Path to quickly migrate your existing physical and virtual servers to AWSs. With Cloud Path, you get pay as you go pricing with no upfront costs and no long term contracts to worry about. Cloud Path also offers Zero risk licensing - our customers only pay for successful migrations, and with no upfront costs and no lengthy implementation project, there is little to no risk to you and your business.

Product Details

Available on AWS Marketplace Since: 09/06/2012

Support Details

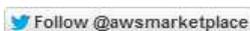
Email: support@racemi.com
Racemi offers 8x5 ET electronic support.

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Free "Point-and-Click" Cloud Migrations with Racemi Cloud Path

by [cloudtweaks](#) on October 18, 2011

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Free "Point-and-Click" Cloud Migrations with Racemi Cloud Path

Beta opens for on-boarding to public cloud providers

ATLANTA, October 18, 2011 – Migrating existing servers to the cloud is now point-and-click easy — and free for the next 30 days for the first 100 customers — with a new online beta migration service from Racemi.

Racemi Cloud Path is a [Software as a Service \(SaaS\)](#) offering that requires no infrastructure at the customer location so there is no hardware to buy and nothing to maintain. Cloud Path makes it possible to quickly onboard existing applications to [cloud computing providers](#), like Amazon EC2, Rackspace, Terremark, and GoGrid without costly professional services or rebuilding servers from scratch. By comparison, it can take hours or even days to migrate an existing application manually, costing hundreds or even thousands of dollars.

“We’ve taken our award-winning DynaCenter image-based provisioning software and made it available online as a service,” said James Strayer, vice president of product management, Racemi. *“This enables businesses to migrate their existing applications into the cloud with very little cost and absolutely zero risk. There is no easier way to get into cloud computing.”*

In addition, recent research from analyst firms such as 451 indicates that cloud vendor lock-in is a key concern for most businesses. But with Cloud Path, businesses can easily migrate cloud instances from one cloud provider to another, minimizing any unease over vendor lock-in, as well as enabling high availability strategies that span providers.

“More and more organizations need cloud on-boarding and migration tools, and this is a natural application for Racemi’s technology,” said Rachel Chalmers, research director, The 451 Group. *“Making it easily available via software-as-a-service is the logical next step.”*

Additional information regarding this promotion and Racemi Cloud Path is available at www.racemi.com/cloudpathpromo. Cloud Path will initially support the migration of RHEL and CentOS operating systems to Amazon EC2, GoGrid, Rackspace, and Terremark. As the beta progresses, additional OS platforms and cloud providers will be added to increase customer options.

Even if customers miss the promotional offer, Racemi’s pay-per-use pricing enables customers to use Cloud Path risk free, because they are only billed for successful migrations. There is no faster, easier, or lower risk way for businesses to get into cloud computing.

Racemi migrates workloads to the cloud by comparing the configurations of the source and destination servers, and configuring the necessary network, storage, and virtual machine components “in-flight” to ensure that the image can be run on the target cloud platform.

Racemi has been named a “Cool Vendor” and has received other industry awards.

About Racemi

Racemi builds server imaging and cloud migration technology allowing companies to quickly capture and move their existing server images to, from and between cloud providers and across data centers. Racemi enables OEM partners to automate private data centers by leveraging its market-leading server imaging technology to rapidly provision servers in any automated use case including rapidly deploying enterprise images to cloud computing resources. For MSPs (managed service providers), Racemi is the fastest and best method for on-boarding customers to their cloud.

For more information, visit www.racemi.com.

Source: Racemi

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IBM ([News](#) [Alert](#)) has an abundance of cloud offerings, and one of this newest comes courtesy of its acquisition of SoftLayer.



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An IBM third party hopes to help Big Blue out and at the same time get into a few companies' good graces with a free migration service. Of course, it is a limited time only offering.

Racemi now automates the migration of workloads to an array of IBM cloud technologies, including SoftLayer ([News](#) - [Alert](#)). The open source SoftLayer is an infrastructure-as-a-service (IaaS) technology currently in use by some 21,000 customers.

"Working closely with IBM, we are offering customers free migrations to IBM SoftLayer's public cloud services," said James Strayer, vice president of product management for Racemi. "This ensures there a fast, easy way to move existing workloads to IBM's cloud computing platforms."



Image via [Shutterstock](#)

The Racemi tool is the SaaS ([News](#) [Alert](#))-based Cloud Path, and it comes as a self-service portal that lets IT pros move Linux and Windows' server loads to public cloud services such as those offered by IBM. And with a feature called "Live Capture," Racemi claims there is no downtime during the migration.

And the data is protected all the while through encryption and the use of HT PS secure connections.

Racemi also uses server imaging to clone workloads so they can move to cloud services, which are almost always dissimilar compared to the on-premises infrastructure they replace. It isn't just the data that is imaged, but all the applications, the OS and its configuration.

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The company claims this cloning vastly reduces migration time, and accounts for a savings of \$800 per migrated server when compared to an entirely manual process.

Racemi offers a migration wizard it says can move multiple servers at the same time. And with the scheduling tool, IT can do the migration when the network and WAN are less busy. "Simply select your cloud server size, your target data center, and a new server name, and a Cloud Path will automatically create your new IBM cloud instances and migrate your selected server workloads to them," Racemi said.

MSP Angle

Much of what Racemi does it aimed squarely at MSPs. "For CSPs (cloud service providers), MSPs (managed service providers), and hosting providers, Racemi is the easiest, most reliable method for onboarding customers to their public, private, or hybrid cloud offering. Racemi also enables customers and partners to automate private data center provisioning by leveraging its market-leading server imaging technology to rapidly provision physical, virtual or private cloud servers in any automated use case," the company said.

IBM Buyout

Last month, IBM bought SoftLayer for an undisclosed amount, ending a bit of a feeding frenzy. Earlier this year, SoftLayer publicly put itself on the market after hiring Credit Suisse and Morgan Stanley to manage the sale.

Besides IBM, EMC and AT&T ([News](#) - [Alert](#)) were also reportedly keenly interested. Observers thought SoftLayer would go for around \$2 billion, but as we mentioned IBM never disclosed the sales price.

SoftLayer last year reported revenues of \$335 million.

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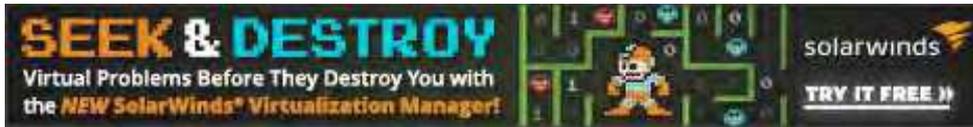


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GoGrid and Racemi Partner to Offer Free On-Ramp to Cloud Computing

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GoGrid, a leading [cloud infrastructure](#) company, and Racemi, the moving company for the cloud, today announced the availability of Cloud Path for GoGrid, a joint offering for migrating customers' existing server workloads to GoGrid's cloud platform free of charge.

The Cloud Path software-as-a-service (SaaS) offering is a customer self-service web portal for automated migration of existing Windows and Linux servers to GoGrid Cloud Server instances. There is no infrastructure to deploy or maintain on the customer site. Plus, the live capture of server workloads eliminates powering down servers and means no server downtime.

"This free migration solution provides an average cost savings of \$800 per server migrated versus manual processes," said Lawrence Guillory, CEO, Racemi. "Even more important, it reduces customers' migration project timelines from days, weeks, or even months to just hours."

"We're excited to launch this new service with Racemi," said Dave Smith, vice president of global sales at GoGrid. "Together, we're making it painless for customers to migrate existing workloads to our innovative cloud platform and saving them thousands of dollars in the process."

The new solution captures the entire server stack-including operating system, applications, and configuration-and automatically converts it to run on GoGrid's cloud platform by applying the necessary tools and drivers during the migration process.

"Racemi and GoGrid ensured our migration was hassle-free," said Josh Vermette, founder of Calydonian Interactive and an early trial user. "The combination of GoGrid's flexible, low-cost cloud platform and an automated migration solution made our transition to cloud computing far easier than I'd hoped."

Because Cloud Path for GoGrid's cloud platform migrates an existing server in its time-tested configuration, it eliminates the need for rebuilding from scratch or integrating additional technology. This approach makes the solution less error-prone than other methods and with fewer points of failure. To ensure security over the network, Cloud Path uses a secure outbound HTTPS connection. Supported platforms for

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source workloads include Windows and Linux, regardless of whether they reside on physical, virtual, or even other cloud servers.

For more information about the free migration solution, please visit www.racemi.com/gogrid or <http://exchange.gogrid.com/partners/racemi-cloud-path-gogrid>.

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IBM (IBM) and automated server migration software developer Racemi have partnered to provide customers with an automated migration path to an IBM cloud offering of choice, free of charge for a limited time.



Racemi Product Management Vice President James Strayer says the partnership "ensures there is a fast, easy way to move existing workloads to IBM's cloud computing platforms."

IBM (IBM) and automated server migration software developer Racemi have partnered to provide customers with a free automated migration path to any IBM cloud offering for a limited time.

Racemi's Cloud Path software automates migration of existing Microsoft (MSFT) Windows and Linux servers to public

cloud services. Infrastructure to deploy or manage is not needed on a customer's site with this software as a service (SaaS). Customer data is secured and compressed using AES/RSA SSL encryption over firewall.

Racemi Product Management Vice President James Strayer said in a prepared statement that the partnership "ensures there is a fast, easy way to move existing workloads to IBM's cloud computing platforms."

IBM Cloud Infrastructure Offerings Director Kit Linton said in a prepared statement that the new migration service will help accelerate IBM customers to the cloud.

"As more clients demand enterprise cloud capabilities, they are looking to IBM to deliver the security, privacy and reliability of open, private clouds with the economy and speed of a public cloud through IBM cloud," he said.

IBM recently made additions to its government offerings by integrating its IBM SmartCloud for Government with desktops as a service (DaaS) provider Deskstone.

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Racemi's Cloud Path software automates migration of existing Microsoft (MSFT) Windows and Linux servers to public

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Racemi Product Management Vice President James Strayer said in a prepared statement that the partnership "ensures there is a fast, easy way to move existing workloads to IBM's cloud computing platforms."

IBM Cloud Infrastructure Offerings Director Kit Linton said in a prepared statement that the new migration service will help accelerate IBM customers to the cloud.

"As more clients demand enterprise cloud capabilities, they are looking to IBM to deliver the security, privacy and reliability of open, private clouds with the economy and speed of a public cloud through IBM cloud," he said.

IBM recently made additions to its government offerings by integrating its IBM SmartCloud for Government with desktops as a service (DaaS) provider Deskstone.

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Interview with CEO Lawrence Guillory of Racemi

July 16, 2013



If you decide to move your agency to the cloud, do you know how you are going to get there? And if you don't like it, how will you get back? Is innovation the most important thing? What about vendor lock-in?

Here with me today to answer all these questions is Lawrence Guillory, CEO of Racemi.



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Nate Rushfinn: Good Morning Lawrence, I really love the new imagery on your website. Can you tell me about the tractor-trailer and the inspiration behind that?

Lawrence Guillory: Thanks Nate, It was actually Adiascar Cisneros who runs operations for Racemi that came up with the idea. He and I were at lunch with this gentleman from Bank of America and he nailed it when he said, "It's like this. We're the moving company for the cloud," and it stuck.

Whether you're moving to a private cloud or a public cloud we're the company that copies and clones your existing servers and migrates them into the new cloud environment.

The analogy helps us to politely say no. "Look, we're the moving company for the cloud. We're not the real estate company for the cloud." A real estate agent's going to help you pick what country you need to move into, what city within that country, what neighborhood within that city, and pick the right house in that right neighborhood in that city. When, you are ready to make that choice, we make the migration happen.

The imagery works and we've gotten a lot of compliments around the branding of Racemi being the moving company for the cloud.

Nate Rushfinn: Wow, that's great. It's your visual elevator pitch. It really helps clarify what you do. That's amazing.

Lawrence Guillory: Yes, thanks. I appreciate it. You know, the only concern we had around it was, people saying, "are they (Racemi) a professional services company or are they a technology company? You know, we're a technology company. We make software that fully automates the migration to the cloud.

Interview with CEO Lawrence Guillory of Racemi

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As a matter of fact, service providers are one of our biggest customers. They say to us, "You know, we've been using hammers and nails, and now you bring us a pneumatic nail gun. You make the job of migration so much easier for us.

So, we definitely wanted to make sure that in the imagery and the messaging, we didn't lose the point that, "We are a software company and we make software that automates the entire process."

Nate Rushfinn: So is Cloud Path and DynaCenter in the cloud?

Lawrence Guillory: The short answer – there is no short answer (laughs). The short answer is no because Cloud Path & DynaCenter are two separate products and one is in the cloud and the other is not

Cloud Path is built on top of DynaCenter. We look at DynaCenter as a platform. With it, you can do the most incredible, physical-to-physical, physical to virtual, virtual to virtual, heterogeneous hypervisor conversions, cloud-to-cloud migrations, migrating into a cloud, out of a cloud use cases.

DynaCenter is the engine that allows you to do the most complex tasks and complex migrations. Tapping into the CLI & APIs you can put as much orchestration around it as you want whether it's D.R, product testing or rapid scale-out, the DynaCenter engine allows you to do anything you want.

It is also great for service providers. Say you've got to move fifteen data centers, and need to consolidate them into three, if you're talking about tens of thousands of servers that need migrating you're going to want DynaCenter. It can handle this project easily.

So, when you think about Cloud Path, what we did was take

DynaCenter and hosted it in the cloud and built the Cloud Path GUI on top of it.

Cloud Path is the user experience on top of Dynacenter. Cloud Path, is a SaaS-based product, so that anywhere in the world, you can capture server images and migrate them into the most popular clouds; Amazon, Rackspace, Terremark, GoGrid, SoftLayer. And soon we're going to launch IBM.

It takes less than a minute to start migrating a server and within 20 minutes, your server has migrated. So, we call it the one-minute migration.

Nate Rushfinn: In public sector, I am seeing a number of different cloud stacks, which ones do you support?

Lawrence Guillory: It's really about focusing on four stacks. Amazon, vCloud, OpenStack, and CloudStack. The bulk of the market is on those four platforms and that's where we spend our technology resources. This vision of Cloud Path is going to support the top 40 cloud service providers first, and then continue to build from there.

Nate Rushfinn: In the public sector, vendor lock-in is a big issue. How important is it in the commercial space?

Lawrence Guillory: I believe the problem is important for both our public sector and private sector customers. I tell you what my real surprise is—how many service providers do not want vendor lock-in into their platform.

We get a lot of people that say, "Hey, I've been in this cloud, or that environment" or "you know, XYZ changed its pricing and I want to migrate to another provider. How do I get out of it, because their tools don't allow me to get out of it?" And that's where Racemi comes in:

Our product has the ability to copy and clone an existing physical, virtual, or cloud platform or server, and move it/migrate it, into a dissimilar infrastructure. You can take an open stack server, move it into Amazon, move it into GoGrid, then move it back into your private VMware cloud. You can then move it into Hyper-V, to KVM, or to Citrix XEN, then to, a Dell or HP x86 server. You could then move it back out into IBM SCE. Our solution covers all of those platforms. It's very complex stuff but our technology is super intelligent and highly efficient, and fully automates the process.

So, we truly eliminate vendor lock-in. That's what is really attractive about our product. We absolutely, 100 percent deliver on zero lock-in. We are the number one tool for delivering on that concern.

Nate Rushfinn: What is your source of innovation?

Lawrence Guillory: Yes, so, where does innovation come from? At Racemi it comes from every individual in the company. It is not sourced from one place. We're like popcorn. That is – we have endless kernels to pop. It's around harnessing the innovation and executing on it.

One of my favorite statements is, "Good ideas are cheap. Execution is king." When it comes to innovation, you have to harness the ideas, pick the right ones, and then execute on them. We're product guys, but we rely heavily on voice of customer to tell us where to focus.

Charlie Watt, our CTO and founder, runs R&D for us—he's brilliant! He invented the first online bank, built that, and it was highly successful. The guy has a track record for—30 to 40 years of being a brilliant computer scientist. We give him an environment to run experiments.

We're also really good at spotting trends before they happen.

We were the first company to build automated conversions between all the major hypervisors.

We saw cloud migration before anyone and we're the market leader in cloud migration because of that. We see hybrid cloud. We have a very good peg on where the industry is going, and we're building out those technologies.

Just this week for example, we're filing two new patents and a third one next month.

But let me tell you one more thing because the question is around innovation. We pride ourselves on the fact that the number one priority in our company is quality. Innovation is fantastically important, but it is second to quality.

The DynaCenter engine is running in very large scale production environments. Our customers are using it for military installations, banking systems, hospitals and some of the biggest manufacturing plants and clouds in the world.

We invest heavily in quality assurance (QA) and QA automation as the foundation, it is the bedrock of our entire business and we invest there first, and innovation second. I just want to highlight that. I don't want people to think that Racemi is a company purely focused around innovation.

Nate Rushfinn: Lawrence you are the CEO of a very successful company. You are busy guy, what do you do to recharge your batteries?

Lawrence Guillory: I am one of these guys that absolutely loves what I do. I'm a serial entrepreneur. Building a business is the most creative thing that you can ever do. Working with, the highly talented people—it is so giving. It's what I'm built for it, I'm conditioned for it—it's what I love to do.

But to your point, outside of work, you have to find a way to charge your batteries.

I grew up in Louisiana and then later in my life, in Georgia—those states have terrible coastlines for surfing.

So, I focus on staying in shape so that when I do get to the coast—I can surf well. In Atlanta where I live there are at least six world-class professional skateboard parks. All concrete—big pools. And I go there and work out for several hours, just skating with the younger kids.

End of Interview

Lawrence doesn't just talk about the cloud, he gives us a way to get there. And not just one cloud, but virtually all clouds. I just love the picture in my mind, of that big tractor trailer pulling up at my door—Racemi - The Moving Company for the Cloud. So as I think back on my time with Lawrence, it strikes me that here is a CEO with a wealth of innovation, genius literally bursting inside his company walls, but the most important thing to him is quality control, and the pursuit of excellence—and of course, the perfect wave.

 Nate Rushfinn /  Comment 0 Likes Share

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Migrate to SoftLayer: Migrating VM instances from SCE to SoftLayer using Racemi Cloud Path service

With Racemi Cloud Path for IBM®, you can now automatically move your existing IBM SmartCloud® Enterprise (SCE) servers to the new SoftLayer platform and experience minimal downtime of your existing SCE workload. Cloud Path for IBM provides an automated cloud instances migration process that moves the entire server stack to the new SoftLayer environment in a few easy-to-follow steps, without the need to make additional setting changes on the SCE servers.

The Image Center defines the process and best practices to create high quality master images for IBM SmartCloud Enterprise and IBM SmartCloud Infrastructure on IBM SoftLayer. It also provides guidance for IBM groups and external partners. The Center is responsible for creating, testing, promoting and maintaining a wide set of SmartCloud-compatible OS images based on Windows, RedHat and SuSE.

The Image Center defines the process and best practices to create high quality master images for IBM SmartCloud Enterprise and IBM SmartCloud Infrastructure on IBM SoftLayer. It also provides guidance for IBM groups and external partners. The Center is responsible for creating, testing, promoting and maintaining a wide set of SmartCloud-compatible OS images based on Windows, RedHat and SuSE.

30 October 2013

Also available in [Japanese](#)

Sample configuration for migration and Cloud Path for IBM setup

This article assumes that you have one active SCE instance and shows you how to migrate it to SoftLayer using the Racemi Cloud Path for IBM migration method.

After the migration, the same type of instance with the same configuration should be running on the SoftLayer platform.

This article also assumes that you have active SCE and SoftLayer accounts. Begin by creating the Racemi account.

Create the Racemi Cloud Path for IBM account

1. Access the [Racemi Cloud Path](#).
2. Click **Sign Up** in the Registration and Login window.
3. Complete the user, password, and other information in the registration form.
4. Check your email and click on the link to complete the registration process.

For more information, review the [Racemi tutorial](#).

Get started with Cloud Path for IBM

When you first log in to CloudPath4ibm, you are presented with options to register your cloud credentials and download your migration agent.

1. Register your cloud credentials for SCE by clicking **Add** on the credentials screen and fill in your SCE dashboard username and password.
2. Register your cloud credentials for SoftLayer by clicking **Add** on the credentials screen and fill in your



SoftLayer username and API key. To retrieve your API key, access the [SoftLayer Customer Portal](#) using your unique credentials. Click your username next to the "Logged in as" label showed in the Navigation Pane and locate your API key in the API Access Information section.

3. After you have registered your cloud credentials click **Next** and choose the geographic region for image library storage from the available options. The closer it is to the location (data center) where you have your SCE instances, the better performance and transfer speed. For example, if you have instances in the BLD data center, choose United States.
4. Click **Next**. A window opens where you can download the migration agent (for Linux® or Windows®). This agent needs to be installed on your instances before you can migrate them.

Note that the agent is generated for your account and can only work with your instances. You can also download the agent from the **Actions** → **Download Agent** menu in CloudPath4ibm portal later.

Compatibility assessment

Currently, only the following operating systems are supported for this type of migration:

Red Hat 5.x (32 and 64bit)

Red Hat 6.x (32 and 64bit)

Windows 2008R2

CentOS (even though the operating system is not officially supported by IBM, instances already imported into SCE can be migrated to SoftLayer)

The server size will match an appropriate size in the SoftLayer offering list.

Prepare for migration

Remember that an instance migration from SCE to SoftLayer may cause service disruption. Although the original SCE instance should remain active during the entire migration process, we recommend that you keep continuous changes to the instance to a minimum in order to prevent data errors on the newly migrated SoftLayer Cloud Compute Instance (CCI).

Based on the configuration you selected when creating the SCE instance, the migration tool builds an equivalent offering on SoftLayer and transfers your instance into this newly created CCI.

For RHEL instances you can uninstall the RHUI configuration, as it will not be functional in SoftLayer. To do that:

1. Switch to root user.
2. Get the name of the package installed on your server.
3. Uninstall the package:

```
[root@vhost1138 idcuser]# rpm -qa |grep ibm_sce_rhel  
ibm_sce_rhel6-2.0-20120928.noarch  
[root@vhost1138 idcuser]# rpm -e ibm_sce_rhel6-2.0-20120928.noarch
```

4. Remove the RHUI startup script:

```
rm -f /etc/cloud/*install-RHUI*
```

Checklist prior to migration

Make sure that the instance is running at the time of migration.

Verify access to your instance (Linux instances need to be accessible via SSH key and Windows instances via RDP).

Since the post migration login is done using the same credentials as in SCE, make sure you back up the SSH key or account credentials for Windows.

Make sure the Racemi migration agent is installed (see the next section).

Make sure port 443 is opened for Internet access (mandatory check for private VLAN instances).

Deactivate the RHUI confidential for RHEL instances.

Migrate your server

Use the following how-to articles to migrate your server:

[Red Hat Enterprise Linux 5.x or 6.x](#)

[Microsoft Windows 2008 R2](#)

[IBM DB2® Enterprise Developer 9.7.1 64-bit BYOL](#)

[IBM WebSphere® Application Server V8.0 BYOL](#)

[IBM Cognos® Business Intelligence 10.2 64b BYOL](#)

Post migration configuration, validation and update procedures

You must perform certain post migration configurations. Check the articles referenced in the previous section for more information.

After the migration process is completed, your old server is still available on SCE and clients can connect to that server. Client migration procedures are necessary to redirect the traffic to the newly created server. Remember that the new server will have different IP settings.

Here is an example of this change:

Listing 1. Original SCE instance:

```
[idcuser@vhost5112 ~]$ cat /etc/resolv.conf
domain site2.compute.ihost.com
nameserver 129.35.212.106
nameserver 129.35.212.107
[idcuser@vhost5112 ~]$ hostname --long
vhost5112.site2.compute.ihost.com
```

Listing 2. SoftLayer migrated instance:

```
[idcuser@mgrh64enh ~]$ hostname --long
mgrh64enh.racemi.com
[idcuser@mgrh64enh ~]$ cat /etc/resolv.conf
nameserver 10.0.80.11
nameserver 10.0.80.12
```

Known issues and limitations

SoftLayer's standard image templates should not be used with migrated RHEL workloads. A resolution is expected soon. In the interim, to create an image template of your RHEL migrated CCI use the SoftLayer Flex image template.

Logging in to the CCI instances must be done with the SCE authentication method and credentials.

There is currently no support for SUSE Linux Enterprise, Microsoft Windows Server 2003, Microsoft

Windows 2008R1, and Microsoft Windows Server 2012 operating systems.

SoftLayer cannot create partitions larger than 300GB on local storage. If you plan to migrate partitions larger than 300GB, use SAN storage as server configuration in the Racemi Cloud Path migration tool, which supports up to approximately 2TB partitions.

When you plan to migrate, consider that when Windows creates a partition, it allocates a small amount of partition space to the NTFS file system table. This space varies depending on the partition size, so the actual available space on the partition will be less than the partition size.

For example, a SoftLayer 2TB partition has 199,985GB free space. If your SCE partition size is more than this size, the migration will fail. To overcome this issue, either split your partitions into multiple smaller partitions, or, if you have enough free space, shrink the partition to a size smaller than 199,985GB.

Linux only: While there is a 2TB limit for partitions in SoftLayer, you can migrate up to an 8TB persistent storage partition, as Racemi will span 4 SAN drives (4x2TB) to recreate the 8TB partition.

Linux only: /etc/fstab must be updated with all the mounted partitions the customer wishes to migrate. If it is not in fstab, it will not migrate.

Linux only: If a Capture error occurs in Racemi it can be caused by incorrect UUID references in the fstab file.

Creating Flex images from migrated Red Hat Enterprise Linux VMs requires that SSH root access be enabled (disabled by default in SCE).

Currently the network interfaces will not be migrated to SoftLayer. All the migrated CCI's will have a NIC with a public IP and a secondary NIC with a private IP, regardless of the number of interfaces the SCE instance had. If you require more IP addresses, you can request additional IPs by logging in to the old portal (<https://manage.SoftLayer.com>) and clicking **Add IP Addresses** in the Sales menu. You can then add the IP addresses to one of the instance NIC by following this Knowledge Layer guide:

[Windows](#)

[Red Hat](#)

If you make any major file system structure changes on the SCE instance, such as resizing a partition or attaching/detaching storage, a reboot of the instance or a restart of the dynacenter service is required in order for the Racemi agent to be able to update the settings before the migration process begins.

Activation scripts will not be transferred to SoftLayer. Upon saving a SoftLayer image, you should consider migrating the SCE activation scripts to the SoftLayer Provisioning Scripts. Check the [KnowledgeLayer section](#) for details.

Linux only: The /etc/cloud, /etc/init.d/cloud-startup3.sh, /etc/init.d/cloud-startup5.sh and the equivalent Start and Kill scripts in /etc/rc.d/ are removed during the post provision phase. Custom build SCE images that rely on parameters.xml can encounter issues when booting up in SoftLayer. A workaround is to tar the above files before the capture and restore after the migration.

The agent does not have a resume mechanism in case there is a loss of network connectivity during the migration. However, the migration workflow is the combination of two phases: capture and deploy. If the interruption occurred during the deploy phase after a successful capture, then it is not necessary to

recapture the server. In this case, the image can be redeployed in Cloud Path by clicking **Deploy Image** on the **Resources** -> **Image Library** view.

If the deploy fails, Racemi keeps a saved image of your instance for seven days so you do not need to recapture it.

Resources

Learn

Find migration resources at [SmartCloud Enterprise to SoftLayer migration](#).

Learn more about [IBM SoftLayer](#).

Explore [Cloud computing](#) on developerWorks, where you can find valuable community discussions and learn about new technical resources related to the cloud.

Get products and technologies

Evaluate IBM products by [downloading a product trial](#).

SoftLayer trial: [Free cloud server for a month](#).

Discuss

Review known issues with SCE to SoftLayer migration in the [SCE Support Community Forum](#).

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Racemi

Racemi Automated Cloud Migrations

Migrating existing applications to the cloud has been a challenge. Most existing methods are time-consuming and expensive, often requiring in-house or consulting personnel to rebuild servers from scratch, and then migrate the configuration and data manually. What makes Racemi Cloud Path different is that it automatically migrates your existing physical or virtual servers to the cloud, making it faster and more cost-effective than other onboarding solutions.

There's no need to rebuild from scratch or use templates since Racemi's Dynamic Imaging Technology captures your entire physical, virtual, or cloud server into an "image" and stores it in your image library. These images contain the entire operating system, applications, and configuration for your server and can be used to create new HP Cloud Services server instances right from our easy to use SaaS console. Once you choose the desired HP cloud server size, Racemi automatically creates your server of choice in the cloud, migrates the selected image, inserts any necessary virtual or cloud tools, and configures the disk and NICs. It's a simple and easy way to migrate existing applications to HP Cloud Services.

Since Racemi Cloud Path is a SaaS solution, there is no infrastructure to buy or maintain and no upfront costs or fees. In addition, Racemi Cloud Path's zero risk, "pay-as-you-go" licensing plan ensures that our customers are only billed for what they use, meaning that you only pay for successful migrations.

For customers interested in building private or hybrid clouds based on HP technology, Racemi DynaCenter makes it easy to onboard your existing physical or servers to your new cloud platform. In addition, DynaCenter allows customers to provision new hardware, migrate existing servers to dissimilar physical or virtual platforms, consolidate or migrate data centers, provide cost effective disaster recovery services, as well as other provisioning related services.

About Racemi

Racemi was founded in 2001 in Atlanta, GA and has been provisioning data centers for a decade, providing enterprise class solutions for cloud migration, hardware refresh, data center

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migration/consolidation, hypervisor conversion, disaster recovery, and other provisioning based services. Racemi's latest offering Cloud Path, brings SaaS simplicity to the complex issue of migrating existing physical and virtual servers to the cloud.

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Racemi Automates Migrations to IBM Cloud Services

CloudComputingJournal - 84 days ago.

Racemi, a provider of automated server migration software that streamlines the process of migrating workloads to public, private, and hybrid clouds, has announced global support for IBM public cloud offerings, providing clients an automated migration path to their IBM cloud of choice, at no charge for a limited time.

Racemi's Cloud Path software as a service (SaaS) enables IBM customers to migrate server workloads to IBM's SoftLayer cloud services at no charge (see terms and conditions here).

"Working closely with IBM, we are offering customers free migrations to IBM SoftLayer's public cloud services," said James Strayer, vice president of product management, Racemi. "This ensures there a fast, easy way to move existing workloads... [Read more](#)

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The Changing Face of Disaster Recovery in the Age of Cloud Computing

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 Cloud-based disaster recovery adoption rates grow with demand

 Video Introduction to Asigra's Recovery License Model

 Changing Sources of Authoritative Knowledge

 Cloud Based Disaster Recovery as a Service Explained

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CloudTimes Named “Media Sponsor” of Cloud Expo 2014 NY and Silicon Valley

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Synchronoss Reaches 10 Million Personal Cloud Subscribers

[CloudComputingJournal](#) - 11 hours ago. Synchronoss Technologies on Monday announced that it has reached 10 Million Personal Cloud Subscribers throughout the world since launching its Personal Cloud Platform this summer. Synchronoss' Personal Cloud Platform is an industry leading personal cloud solution that enables mobile operators to provide subscribers the ability to backup, restore, sync and share their valuable content across [...]

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HOME > CLOUD SERVICES PROVIDERS > RACEMI CLOUD PATH: ENABLING ONE-CLICK CLOUD SERVER MIGRATION

Racemi Cloud Path: Enabling One-Click Cloud Server Migration

Matthew Weinberger | Talkin' Cloud

Oct. 19, 2011

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Cloud migration specialist **Racemi** is taking its offering to the next level with Racemi Cloud Path, a SaaS solution that aims to make it point-and-click easy to move applications into the cloud without the need for professional services or other intervention. In other words, Racemi Cloud Path is designed to remove the barriers between a company's servers and cloud service providers including Rackspace, GoGrid, Amazon EC2 and Terremark.

Racemi Cloud Path is essentially the SaaS-ified version of **Racemi DynaCenter**, which **The VAR Guy covered in depth at its February 2011 launch** but is essentially an image-based provisioning solution designed to help migrate virtualization environments from Citrix Xen to VMware to Hyper-V and back.

It seems Racemi has taken it upon itself to help cloud service providers avoid **vendor lock-in** — a nice side benefit of Racemi Cloud Path, according to the press release, is that it's just as useful for moving cloud instances between service providers.

Of course, there's some technical fine print:

Cloud Path will initially support the migration of RHEL and CentOS operating systems to Amazon EC2, GoGrid, Rackspace, and Terremark. As the beta progresses, additional OS platforms and cloud providers will be added to increase customer options.

But there's nothing wrong with supporting some of the most popular cloud services platforms before getting to the others.

Longtime TalkinCloud readers may see this announcement and think of Racemi as a **CloudShare** competitor — but **CloudShare's more focused on dev/test/demo clouds** and throwing existing hardware into the cloud on a temporary basis, while Racemi Cloud Path is designed to facilitate long-term cloud moves.

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Anonymous: Thanks for reaching out to us. Do you work for Acronis? Do they have a migration program in place...

Posted 7 hours 15 sec ago by christopherarlotta

Except the companies you have named here there are also other companies e.g.Acronis (http://www.acronis.com)...

Posted 8 hours 21 min ago by Anonymous

Very nice List

Posted 1 day 6 hours ago by sjohn

"many enterprises have started to deploy cloud" is it a tool, a hardware, a operations system

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Hi Chris. While we concur with some of the challenges cloud app management provider Flexiant raises, many...

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Racemi Cloud Path

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Overview

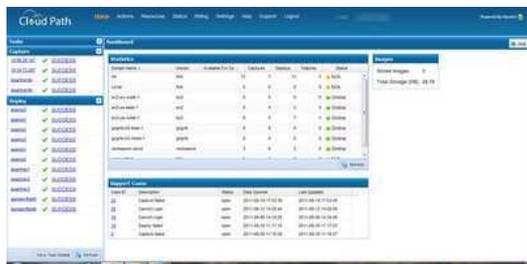
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Overview

With support for migrating application workloads between dissimilar physical, virtual, and cloud infrastructure, Racemi Cloud Path makes it easy for businesses to deploy applications to meet their business needs. With Racemi Cloud Path, we automatically migrate your existing physical or virtual servers, regardless of platform, to vCloud Hybrid Service, vCloud Powered data centers, or vSphere/ESX infrastructure. Racemi is simply faster and more cost-effective than other migration solutions.



Highlights

- Fully automated migration of dissimilar physical, virtual, and cloud platforms to public, private, or hybrid clouds
- Secure WAN optimized infrastructure is firewall friendly and fault tolerant
- Zero risk, pay as you go licensing with no upfront fees or long term contracts

Description

Racemi Cloud Path™ is a Software-as-a-Service (SaaS) solution that enables businesses to quickly and automatically migrate their existing physical and virtual servers into and between supported public cloud providers, without the need to purchase, install, or manage any infrastructure. With Cloud Path's automated, unattended server migration approach you can skip the manual application migration headaches and streamline your cloud migration project. With Cloud Path, you get: · Fully automated cloud migration of your existing physical & virtual servers to supported cloud providers. You can even migrate application servers between clouds! · Pay as you go pricing – no upfront costs and no long term contracts to worry about. Customers can literally get started in minutes! · Significant cost savings – on average savings of \$800 per server vs. a manual cloud migration! · Zero risk licensing – our customer's only pay for successful server migrations. With no upfront costs and no lengthy implementation project, there is no risk to you and your business



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Racemi Cloud Path quickly and easily migrates your existing physical, virtual, or cloud applications to Rackspace Cloud Server instances.



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Rackspace Cloud, Powered by OpenStack
PROVIDER
Racemi, Inc.

Features and Benefits

It's Fast

There are few good options out there for migrating existing applications to the cloud and most of these methods are ... [Read More](#)

It's Reliable

Cloud Path migrates your existing application in its tested and proven configuration rather than requiring you to rebuild ... [Read More](#)

It's Cost-Effective

Cloud Path's pay-as-you-go licensing plan means that our customers are only billed for what they use, while our Zero Risk ... [Read More](#)

Take the Tour

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Racemi Cloud Path for GoGrid

Racemi Cloud Path for GoGrid is a free software as a service (SaaS) for migrating existing physical or virtual servers to GoGrid's cloud platform. With Cloud Path, you can automatically migrate your existing Windows or Linux server workloads from dissimilar physical, virtual, and cloud platforms to GoGrid's cloud platform. There's no need to rebuild from scratch or use templates because Cloud Path's automated migration process moves the entire server "stack" (operating system, applications, and configuration) to GoGrid Cloud Server instances. Benefits include:

- SaaS offering: no infrastructure to buy, manage, or maintain
Easy-to-use web console simplifies the migration process
CPU-sensitive Live Capture process means no server downtime
Data is encrypted (256 bit SSL/HTTPS) and compressed over the wire for ultimate security
Average labor savings of over \$800 per server compared to a manual migration

Racemi's image-based provisioning technology is industry-proven, providing a fast, reliable migration method that's less error prone than other migration methods, with fewer potential points of failure. Supported platforms include:

- Windows Server 2008 R2
RedHat Enterprise Linux 5.x, 6.x
CentOS 5.x, 6.x



- More about Racemi Cloud Path for GoGrid

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