



## NEWS RELEASE

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### EasyCo Managed Flash Technology™ Adopted by WhipTail Technologies for their Storage Appliances

EasyCo inks deal with WhipTail to provide high-speed and life-extending technology for Flash SSDs in their new storage appliance.

Wallingford, PA -- (Business Wire) – WhipTail Technologies has licensed EasyCo LLC's Managed Flash Technology™ (MFT) to significantly improve the performance of the Flash Solid State Disks (SSD) used in WhipTail's new storage appliances. EasyCo's MFT software increases the random write speed of flash SSDs by a hundred-fold while also increasing the write/erase life of SSD storage media a hundred-fold. Flash SSDs using EasyCo's MFT run 20 times faster than SAS hard disk drives, but with costs that run about a third of hard drive costs. Moreover, MFT enables WhipTail's appliances to provide a green advantage, offering up to a 90 percent energy savings and reducing the data center footprint up to 60 percent.

In May, 2008, WhipTail began developing their high performance storage appliance using new SSD storage media as one option. In product testing, EasyCo's proprietary MFT technology dramatically boosted the performance of the WhipTail™ appliance, a patent pending Tier 0 solid state storage appliance that accelerates the delivery of data by a factor of 20 when compared to traditional storage.

After rigorous engineering, what resulted was an appliance that can deliver more than

## **EasyCo Managed Flash Technology (MFT) Adopted by WhipTail**

100,000 disk IOs per second (IOPS) and up to 12 Terabytes of storage in a compact rackmount space of just 2U, and using just 500 watts of power. This level of data compaction, performance, and power saving would not be possible with conventional disk or flash drives. Storage compaction is a major benefit for crowded and overloaded datacenters looking for relief.

“Our MFT technology permits storage appliance manufacturers like WhipTail to deliver thirty-fold increases in user-counts or hits,” reports Sam Anderson, EasyCo president. “MFT lets you achieve the performance level of hundreds of hard disks with a handful of commodity flash SSDs.”

As MFT can dramatically improve the random write performance of Hard Disks as well as flash SSDs, each of the six new storage appliances being built by WhipTail has the option of being populated with hard drives, SSDs, or a mix of these. Mirrored use of dual media allows full exploitation of the high random-read speed of Flash together with the redundancy inherent in dual-media systems.

James Candelaria, Chief Technology Officer at WhipTail, reports that their new storage appliances are Citrix Ready-certified. “We support both NFS and iSCSI interfaces,” he said, “as well as replication and other capabilities through a Datacore management layer.”

Ed Rebholz, President of WhipTail, commented that their value proposition is compelling: “Our storage appliances cost a fraction of hard disk space equivalents but deliver a 20-fold performance advantage.”

### **About EasyCo LLC**

Founded in 1999, EasyCo LLC specializes in the development of high performance storage solutions. Managed Flash Technology™ is EasyCo’s patent-pending technology that optimizes storage subsystems for maximum random write performance. Flash SSDs with EasyCo’s MFT software can power business servers or laptop PCs at 10 to 30X the performance at a lower cost than traditional disk drives. To learn more about EasyCo Managed Flash Technology, contact Sam Anderson, EasyCo, 220 Stanford Drive, Wallingford, PA 19086; tel 1.610.237.2000; fax 1.610.672.9549; email [sales@easyco.com](mailto:sales@easyco.com); website [www.easyco.com](http://www.easyco.com).

### **About WhipTail Technologies**

WhipTail Technologies is a successful technology service and product company. It is a value-added reseller (VAR) for 24 information technology (IT) partners, including Citrix, VMware, Microsoft, Check Point and Network Appliance.

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WhipTail's technology combines the latest high-tech storage hardware with expert software to maximize throughput and simplify management of transaction intensive and mission-critical applications such as, order processing (OLTP), eCommerce, databases (Oracle, SQL, others) report generation, and retrieval of documents and images. Report run time can be reduced by a factor of 10; allowing executives to make better decisions with the most up-to-date information, providing their organizations with a competitive advantage. Reach WhipTail at [www.whiptailtech.com](http://www.whiptailtech.com).

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