

FOR IMMEDIATE RELEASE

**Marathon Technologies Presents a Microsoft MVP Web Event:
“Microsoft Exchange Server: Predictions, Practicalities and Availability”**

*Tony Redmond, author of “Microsoft Exchange Server 2010 Inside Out,”
Will Discuss Decisions Exchange Administrators Need to Make in 2011*

LITTLETON, MA — February 22, 2011 — 2011 is a year of change and choice for organizations that depend on [Microsoft Exchange Server](#). IT professionals responsible for maintaining Exchange Server can learn about critical developments and strategic considerations by attending a complimentary webinar with [Tony Redmond](#), author of multiple books on Exchange Server, contributing editor at *Windows IT Pro* magazine, and an IT consultant. “[Microsoft Exchange Server: Predictions, Practicalities and Availability](#),” part of the [Marathon Technologies](#) Microsoft MVP Series, will be held on Thursday, February 24 at 11 a.m. ET.

During the webinar, Redmond, a prominent Microsoft® Most Valuable Professional (MVP) for Exchange Server Architecture, will share predictions and practical advice for optimizing and protecting the world’s leading corporate email platform. Redmond will review and evaluate key features in Exchange 2010, emphasizing high availability. The free, live webcast will also include an ample Q&A period. This Microsoft MVP web event is hosted by Marathon Technologies, the leading provider and innovator of application availability solutions.

Redmond sees four major Exchange Server developments in 2011:

- **Migration.** Mainstream support for Exchange 2003, the majority of the Exchange installed base, ended in 2009. *Do you move to Exchange 2010? And when? What are the trade-offs?*
- **Refresh.** Migrations always mean some refreshes, but Exchange 2010 will require more than previous versions, including potentially significant core infrastructure optimization. *What else should you think about when upgrading front- and back-end servers, OS and storage?*
- **Virtualization** goes mainstream. Consolidation is only the beginning. *Where do you start?*
- **Availability** is a key business requirement. *What are the benefits of the Database Availability Group (DAG)? What other steps can you take to fully-protect Exchange Server?*

Webinar Details

[“Microsoft Exchange Server: Predictions, Practicalities and Availability”](#)

Date: Thursday, February 24, 2011

Time: 11:00 a.m. ET/8:00 a.m. PT/4:00 p.m. GMT

Registration: <https://www1.gotomeeting.com/register/151739265>

The webinar will include a live, on-camera demo of everRun® MX from Marathon Technologies, the only fault-tolerant software that unconditionally ensures Exchange Server availability across all components including Windows and the Active Directory. Watch as an Exchange Server pair protected by everRun MX experiences failure of component architecture elements, culminating with total disruption of power. Despite this, the system will compute through without loss of application availability, data corruption or a single lost transaction.

Exchange Server Availability A Major Issue

“Migration to Exchange 2010 from legacy versions over the next 10 to 12 months will be the major market driver,” said Redmond. “Mainstream support for Exchange 2003, the majority of the Exchange installed base, ended in 2009. Ian Hameroff, group product manager, Exchange Partner Marketing at Microsoft, wrote in a blog [post](#) this month that ‘60% of organizations with Exchange 2003/2007 plan to upgrade in the next year.’”

Redmond advises organizations choosing to upgrade to Exchange Server 2010 to look carefully at high availability beyond Database Availability Groups (DAGs). “DAGs are the single most compelling feature in Exchange 2010, but as good as DAGs are, they protect only the mailbox database. As companies approach the deployment of Exchange 2010, it’s critical that they consider how they can improve the availability of all aspects of the core messaging infrastructure.”

“No measure of Exchange Server performance is more important than availability. Businesses rely on Outlook email and calendaring and the underlying Exchange Server day in and day out,” said Rob Ciampa, vice president of Marketing, Marathon Technologies. “The introduction of DAGs in Exchange 2010 is a much better native availability option than the clustering and log shipping of earlier versions, but DAGs address mailbox database availability only. The Exchange 2003 installed base has even more limited availability features. Version upgrade presents the chance to improve Exchange Server availability. Why settle for *usually* available Exchange Server when you can achieve continuous, uninterrupted availability?” Ciampa asked.

About Tony Redmond

Tony Redmond is a Microsoft Most Valuable Professional with a recognized expertise in Exchange Server, a contributing editor for *Windows IT Pro* and the author of *Microsoft Exchange Server 2010 Inside Out* (Microsoft Press) which was published in December 2010. Tony Redmond has been working

with Microsoft Exchange Server since Digital and Microsoft concluded the Alliance for Enterprise Computing in August 1995. He has spoken at numerous conferences such as TechEd, Microsoft Exchange Conference, HP's Technology Forum, and Exchange Connections where he'll deliver the keynote in March 2011. Tony spent 26 years at Digital Equipment Corporation, Compaq and HP, holding a variety of chief technology officer positions at both Compaq and HP before retiring in March 2010.

Tony blogs at thoughtsofanidleind.wordpress.com and you can follow him on Twitter [@12Knocksinna](https://twitter.com/12Knocksinna).

About Marathon Technologies

Marathon keeps applications running for more than 3,000 companies in more than 30 countries. From email to electronic records, factory floors to trading floors, 9-1-1 call centers to emergency rooms, our everRun[®] application availability software proactively prevents application downtime. As experts in application availability, we've applied what we've learned from working with the world's leading companies and application providers to deliver innovative software and services that prevent downtime, eliminate data loss and reduce operational costs. For more information on ensuring non-stop business operations, please visit us at www.marathontechnologies.com.

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