



FOR IMMEDIATE RELEASE

Marathon Technologies to Showcase Always-On Microsoft Application Availability at DevConnections

everRun MX Prevents Failure of Microsoft Stack Core Components

LITTLETON, MA — March 22, 2011 — [Marathon](#) Technologies will showcase its [everRun](#)® MX [always-on](#) application availability software at [DevConnections](#), the largest independent software conference for the [Microsoft](#) development marketplace. DevConnections includes SQL Server Connections, Microsoft Exchange Connections and SharePoint Connections, and runs from March 27 – 30, 2011 in Orlando, FL. Marathon Technologies will be located at booth 207. Ongoing demonstrations of everRun MX, the only fault tolerant application availability software that prevents failure of Microsoft SQL Server, Exchange Server, SharePoint, and Windows Server, will be provided. Complimentary copies of [The SQL Server Availability Guide](#) will also be available.

Meeting the Always-On Imperative

Microsoft applications are doorways to a business, the tools for employees to do their jobs, and the engines that keep mission-critical operations up and running. To remain competitive and meet the needs of the always-on world, businesses must compute through any failure with zero downtime. This requires constant application availability. Today's users need and expect uninterrupted application access. Without application availability, business can quickly grind to a halt. Marathon Technologies and Microsoft have a longstanding partnership that makes it easy for companies to get cost-effective, easy-to-deploy, automated fault tolerance for their critical Windows applications.

Microsoft Windows has long been the world's dominant operating system, and the use of Microsoft applications is so prevalent that they are a critical part of business operations in many industries. everRun MX delivers continuous, uninterrupted availability of all market leading Microsoft Windows applications. Marathon Technologies' fault tolerant software completely automates failover and is entirely transparent to the Windows application, eliminating the need to modify applications or write and maintain complex scripts. Most importantly, only everRun MX meets the demands of a 24/7 business cycle by preventing downtime.

In contrast, traditional high availability products and approaches, such as replication and clustering, are "fail and recover" techniques that concede downtime and require error-prone, time-consuming manual

intervention. These approaches introduce significant performance shortcomings that fail to meet the business imperative for always-on application availability. Other drawbacks include the cost and complexity of a shared storage area network (SAN) required by clusters.

“The Microsoft stack is mission-critical IT infrastructure; vital to today’s 24x7, always-on world. When it comes to protecting Microsoft environments from downtime, no company has more experience than Marathon Technologies,” said Rob Ciampa, vice president of marketing, Marathon Technologies. “Over the past decade more than 3,000 customers worldwide have relied on everRun to maintain total application availability. Only everRun MX with ComputeThru™ technology ensures continuous availability of SQL Server, Exchange Server and SharePoint by preventing downtime, not just reacting to it.”

Special Offer for SQL Server Connections Attendees

The SQL Server Availability Guide is a definitive reference for protecting SQL Server from unplanned downtime. This resource for SQL Server professionals is the result of ten years of real-world, production-proven experience of Marathon partners and customers, Microsoft® Most Valuable Professionals (MVP) and the company’s own application availability experts.

The SQL Server Availability Guide contains comprehensive information, best practices and objective advice for eliminating SQL Server downtime, including:

- Application availability requirements of the always-on world.
- The full range of availability options, including native SQL Server Always On Technologies; traditional fail and recover HA products and approaches such as clustering, backup, and data replication; and the latest symmetric multiprocessing (SMP) and multi-core fault tolerant software.
- New levels of availability SQL Server pros can implement *now* to meet organizational requirements.
- The difference between local SQL Server availability options and disaster recovery.
- Marathon Technologies’ validated methodology for ensuring continuous, uninterrupted operation of SQL Server and the mission-critical databases and applications it runs.

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, 911 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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