



Press Release:

Manjrasoft Receives 2010 *Frost & Sullivan* “New Product Innovation” Award.

Leading analyst firm recognizes Manjrasoft Aneka Cloud Application Development Platform for demonstrating excellence in new products and technologies.

Also see: [*Frost & Sullivan Media Release*](#)

Melbourne, Australia - October 18, 2010 - Manjrasoft, a global leader in the development of Cloud Platform and Services, today announced that it has been awarded the 2010 *Frost & Sullivan* “**New Product Innovation Award**” for its Aneka Cloud Application development Platform. The award is presented annually to global enterprises that have proven excellence in new technology and product innovation above others within their relevant industries. This acknowledgement by *Frost & Sullivan* accentuates Manjrasoft’s congenital ability to analyze changing market dynamics and respond with comprehensive solutions that help IT business such as Independent Software Vendors (ISV) and System Integrators (SI) worldwide, prepare and profit in increasingly cloud focused trends.

Citing the reasons for awarding of Manjrasoft’s Aneka Cloud Application Platform (CAP), Archit Subramanian, Research Analyst, for the Technical Insights team at *Frost & Sullivan* says, “This product offers a reliable Cloud-based development and management platform that well meets the application development needs of users. The solution is further equipped to support seamless workload distribution capabilities. The development, deployment and administration of distributed applications are skillfully managed by leveraging multiple programming interfaces. By gauging key parameters such pricing, accounting, /Quality of Service (QoS) and Service Level Agreements (SLA), the solution successfully offers strong market-oriented benefits. Backed by an affordable pricing model, the solution promises to offer users high returns from a financial standpoint.”

"In this new age of IT industry where value creation and service delivery determine the market leaders and eventually impact who succeed or mislay, Manjrasoft has delivered the most comprehensive solutions in helping the IT software development industry around the world to embrace technology trends, product differentiation, increased profitability and dramatically improve the course of software development on Clouds" said Dr. Rajkumar Buyya, Founder/CEO of Manjrasoft. "This award by *Frost & Sullivan* is a further acknowledgement of Manjrasoft’s as a developer of innovate solutions for Cloud computing addressing the most complex challenges that application software development companies face in the Cloud environment while helping them adapt and achieve profitability."

"Undoubtedly, various industry trends and market analyses indicate that over the period between 2008 to 2010 the cloud computing market has been a technology trigger and is the most dynamic sector in the world. Its trend is not a hype but a reality, with its own unique set of challenges that require exact but innovative product and services that position IT companies for continued success in whatever technical climate change." said Manjrasoft’s Product Manager, Karthik Sukumar. “Our solution Aneka CAP illustrates the organization’s

recognized capability to transform technical innovation and distinctiveness into business spirited, profitable and agile using Cloud for IT companies."

Archit further substantiates the selection made by *Frost & Sullivan* by pointing out that Aneka solution has the inherent potential to deliver high performance by efficiently harnessing computing resources within a network. He adds that it is expected that this solution will trigger a lot of interest amidst the emerging stream of startups and other new entrants in the corporate environment.

Manjrasoft provides customized and scalable Cloud development and management solutions, leveraging its industry-leading Cloud technology; full suite of managed services; and rapid distributed application development expertise on Cloud.

Launched in March 2008, the Manjrasoft's flagship product Aneka is a next-generation production-level platform for Cloud-based application development, providing world class performance and application enhancement along with the flexibility and agility required for innovative development and deployment of elastic and scalable applications on Clouds, at substantially lower cost of implementation and operation. Aneka services are available on Amazon and GoGrid public Clouds on-demand, and are scalable and usage-based.

Aneka technology primarily consists of two key components: (1) SDK (Software Development Kit) containing application programming interfaces (APIs) and tools essential for rapid development of applications. Aneka APIs supports three popular Cloud programming models: Task, Thread, and MapReduce; and (2) a Runtime Engine and Platform for managing deployment and execution of applications on private or public Clouds. The potential of Aneka as a Cloud Engine has been successfully harnessed by its users and customers in various sectors including engineering, life science, education, and business intelligence.

Additional information on how Aneka can help your existing application migrate to Cloud technology with accelerated development, easy deployment and management capability, can be found at <http://www.manjrasoft.com/products.html>. General information about Manjrasoft can be found at <http://manjrasoft.com/>.

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