



## **Tate & Lyle Sugar's Refining Operations Step into the Cloud with Virtustream and IBM**

*Flexibility and Cost-efficiency Drive Integrated Cloud Deployment Following Domino Sugar's Strategic Acquisition*

**London-13 April, 2011-**[Virtustream, Inc.](#), today announced an expanded cloud services agreement with Domino Sugar (American Sugar Holdings, Inc. and its affiliates) to include provision of services to its European operations, T & L Sugars Limited. Domino Sugar recently acquired the sugar refining operations, including refineries in London and Lisbon, from Tate & Lyle PLC. Virtustream has successfully migrated the acquired systems directly onto its existing secure multi-tenanted private cloud.

The enterprise cloud runs on the Virtustream xStream platform, from which Domino Sugar manages, maintains and scales its solution requirements while benefiting from flexible services and lower operating costs. xStream is built on IBM (NYSE: [IBM](#)) cloud enabling technology and Tivoli® automation and monitoring software. The migration took approximately sixteen weeks to complete, and included migrating SAP applications and approximately 170 non-SAP applications.

“By moving the infrastructure and applications directly onto the xStream enterprise cloud, we were able to leverage the flexibility and interoperability of the cloud to consolidate these systems into our own environment more efficiently,” said Don Whittington, Chief Information Officer, Domino Sugar, and Chairperson of America’s SAP Users Group (ASUG) CIO Council. “The solution easily accommodated our need to commission temporary resources, a common requirement during the integration and IT migration process, without us being required to commit to long term costs.”

“The IBM technology is the foundation of the xStream platform,” said Rodney Rogers, Co-Founder and Executive Chairman of Virtustream. “The X5 architecture seamlessly scales to meet the needs of the most demanding enterprise environments, and it also has a superior memory capability. This is critical to managing a demanding workload such as Domino’s.”

“In addition to being an Advanced IBM Business Partner, Virtustream is also our first SAP Cloud Business Partner for the midmarket in the UK,” said Jacqueline Davey, Vice President, IBM Business Partner Organisation, UK & Ireland. “Combining Virtustream’s cloud expertise with the capability of IBM’s cloud technologies to deliver a self provisioned, smarter supply chain solution for Domino Sugar, further underscores the value of the solutions that IBM and our Business Partners can bring to clients. The xStream platform’s ability to efficiently handle transaction-intensive workloads and virtualized data centres, joined with the innovative and cost-efficient IBM technology, offers significant benefits to clients deploying SAP solutions in the cloud.”

IBM and Virtustream have recently expanded their strategic collaboration in the EMEA region. Under the new agreement, Virtustream will become one of the first IBM Business Partners where, with IBM,

Virtustream will co-sell and co-deliver cloud solutions specifically designed for the needs of midmarket clients in the UK. Virtustream is also a part of IBM's Global Partner Advisory Council.

The contract between Domino Sugar and Virtustream was signed in Q4 2010. Virtustream purchased the IBM solution in Q1 2010.

### **About Domino Sugar**

Domino Sugar ([www.dominosugar.com](http://www.dominosugar.com)) through its U.S., Canada, Mexico and newly added European affiliates, is the largest refiner of sugar in the world. All of the sugar-based products are 100% pure cane sugar. The company markets and distributes products into three primary distribution channels. The Industrial channel consists of virtually every CPG company that uses sugar or sweeteners made from grain extracts in their manufacturing process. The Consumer channel features the leading sugar brands Domino®, C&H®, Redpath®, Tate & Lyle®, Lyles Golden Syrup® and Florida Crystals®. This channel also offers a full assortment of private label products. Our customers span all segments of the grocery business from traditional supermarkets, supercenters, dollar and convenience stores. The Foodservice channel focuses on all establishments where food is consumed away from the home. These include restaurants, hotels, schools, hospitals and arenas. All channels include a component that is export related. Our mission and commitment is to "Delight the Customer" each and every day.

### **About Virtustream**

Virtustream ([www.virtustream.com](http://www.virtustream.com)) is an innovative cloud provisioning firm committed to delivering next generation infrastructure services to enterprise class customers. We leverage our secure high performance platform, xStream, to deliver highly available and elastic compute resources at true consumption-based pricing. Our Cloud Services are led with Professional Services expertise in the areas of cloud adoption, migration and architecture strategies and infrastructure related integration services. We provide ongoing support for our Cloud Services with an Application Services group that offers a managed service from core infrastructure through enterprise applications. Virtustream owns and operates its own data centers in the U.S. and U.K., and has offices in Washington, D.C., New York, San Francisco, Atlanta, London, Dublin and the Channel Islands. Keep tabs on us with Twitter: [www.twitter.com/Virtustream360](https://www.twitter.com/Virtustream360).

### **About IBM**

For more information about IBM please visit [www.ibm.com](http://www.ibm.com)

IBM, the IBM logo, [ibm.com](http://ibm.com) and Tivoli are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. A current list of other IBM trademarks is available on the Web at "Copyright and trademark information" at <http://www.ibm.com/legal/copytrade.shtml>.

Other company, product or service names may be trademarks, or service marks of others.

All customer examples cited represent how some customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics will vary depending on individual customer configurations and conditions.

Contact(s) information:

Sally A. Egan

Virtustream, Inc.

(267) 613.8218

[sally.egan@virtustream.com](mailto:sally.egan@virtustream.com)

Mercedes Carrasco

Schwartz Communications

(781) 684.0770

[virtustream@schwartzcomm.com](mailto:virtustream@schwartzcomm.com)

Anne Kristine Janson

IBM Media Relations

+44 (0)208 8184078

[akjanson@uk.ibm.com](mailto:akjanson@uk.ibm.com)

Steven Tomasco

IBM Media Relations

+1 917 472 3738

[stomasc@us.ibm.com](mailto:stomasc@us.ibm.com)