



**Fast Facts** **Managing “Virtual Sprawl” In The Data Centre**

**Fund**  
Covington Strategic Capital  
Covington Fund II

**Initial Investment Date**  
2008

**Total Investment At Cost**  
\$3,000,000

**Sector**  
Enterprise Data

**Location**  
Ottawa, ON

**Web**  
[www.embotics.com](http://www.embotics.com)

As more and more data centres turn to virtualization (the ability to create a server by portioning unused space within existing systems) to manage their data needs, the need to manage the exponential growth of these virtual systems has become greater than ever.

While virtualization has provided a cost effective method to manage large volumes of data, the ease with which virtual servers may be created has led to what is known as “virtual sprawl” - uncontrolled growth of virtual servers (creating inefficiencies in the data centre and costing enterprises a significant amount of money).

With the global market for virtualization software expected to grow to close to \$3 billion in 2009 (Source: [www.mediabuzz.com](http://www.mediabuzz.com) “Virtualization Software Revenue will boom in 2009”) the opportunities for enterprises such as Embotics are tremendous.

Since its inception in 2006 Embotics has received substantial industry recognition. Their innovative product line up has received over 10 awards including: Deloitte Technology Fast 50 (2008 Companies-to-Watch), CIO (Top Ten Companies to Watch 2009), and InformationWeek Startup 50 (Business Technology Companies to Watch).

**Jay Litkey, Founder, President, & CEO**

“While there are a number of venture investors in Canada who have experience in technology, it is more difficult to find a venture partner with specific experience in the virtualization market that has proven they have expertise to guide your business through the numerous stages of growth. Given Covington’s previous success in this sector, coupled with the strength of their overall team, there was no question that we wanted Covington on our team.”

**Covington Group of Funds**  
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