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**Jake's Finer Foods Selects Maxava Enterprise Level High Availability Solution  
for IBM i Disaster Recovery**

*Maxava Showcases Industry Leading IBM i HA/DR Solutions at Retailix Synergy 2010*

IRVINE, Calif. (November X, 2010) – Maxava, a global leader in IBM i high availability (HA) software, today announced that Jake's Finer Foods has implemented Maxava HA™ Enterprise to provide recovery of business critical data in the event of a man-made or natural disaster.

Jake's Finer Foods is a full-line distributor that serves more than 1,500 food service companies and restaurants across the United States from its 180,000-square-foot warehouse in Houston. Hurricane Ike had the potential to bring the thriving business to its knees.

"Nobody tells our product story better than customers who use Maxava's products," said Simon O'Sullivan, Maxava Executive VP. "Jake's Finer Foods was an efficient well prepared organization but even with good planning in place, they realized when Hurricane Ike hit that it could still have put them out of business."

The severe hurricane caused \$30 billion in damage across Louisiana, Texas and the Florida Panhandle. Jake's facility was physically unharmed but lost power for 12 days. While the company was able to use generator support to keep business operations going, the situation illustrated the company's lack of an adequate HA/disaster recovery (DR) system and provided the motivation for Jake's management to expedite the selection of a suitable solution.

Before the hurricane, Jake's was using a system that is unfortunately familiar to many companies. "It was called a wing and a prayer," said Armand Page, Vice President of Operations and IT at Jake's. The company was religious about taking tapes off site. However, if the primary location were destroyed, Page recalled, "We'd have been out of luck. Hurricane Ike changed how we looked at disasters."

The hurricane highlighted a further risk that needed to be managed. Jake's Finer Foods uses Retailix business applications including enterprise management, warehouse management using RF and voice automation, forecast & replenishment, and Web-based order entry. Any loss of these systems would have severe implications.

Page had been evaluating HA/DR systems for some time, and had done rigorous comparisons. In the end, he was convinced Maxava HA Enterprise offered the perfect solution for his growing company's needs. "What I always liked about Maxava was the fact

that they had excellent functionality, a flexible implementation model and were competitive in their offer,” he said.

Page noted Maxava's ease of implementation and quick results. During the transition, Maxava's authorized solution partner Source Data Products (SDP) played a key role as well. “SDP supplied local expertise on Maxava HA and the System i,” said Page.

SDP helped Jake's install the new IBM i520 hardware as the source HA system while moving the IBM 9406-800 machine to the target HA environment, located in another building some distance away.

Within 90 days of signing the contract the company acquired a new production System i, set up the replication environment and started replicating everything live. “We were as green as we could be going in, and to have this quick a result is unimaginable,” says Page.

“We could have spent hundreds of thousands of dollars with another company and it may or may not have turned out well,” said Page. “Maxava delivered everything they said they would, with no loose ends. They made it simple – and powerful. We couldn't be happier.”

Maxava's suite of HA solutions incorporates the features, reliability and ease of use that are critical for any IBM i environment, regardless of size. The underlying quality, architecture and engineering are the same whether a customer chooses Maxava HA Enterprise, Maxava HA SMB or the basic replication product, Maxava HA Data Stream. Maxava also offers maxView Lite which gives users of all sizes the power to monitor key IBM i system resources in real time (available as free software from Maxava's website) and maxView Monitor which adds the functionality to give users of Maxava HA Enterprise the ability to also easily check and report on HA readiness.

Maxava will showcase its HA/disaster recovery (DR) solutions for the IBM i Series at Retailix Synergy 2010 this week in Dallas, where company is featuring its full line of Maxava HA™ Enterprise, Maxava HA™ SMB, and Maxava HA™ Data Stream products.

### **About Maxava**

Maxava is a worldwide provider of innovative high availability and disaster recovery software solutions for IBM i on Power Systems (formerly AS/400, iSeries, System i) that are sold under the Maxava HA brand. Customers have been using Maxava HA software for a decade to ensure business continuity, reduce risk and meet regulatory requirements. Maxava's software ensures business resilience for a cross section of the world's most demanding IBM i customers through SaaS, Cloud, Subscription and traditional licensed software models. Maxava is privately held and has staff and customers located worldwide. Visit [www.maxava.com](http://www.maxava.com) for more information.

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