

**ENERGY EFFICIENCY**  
from the **core** to the **edge**



Player Pate  
Director, Marketing  
JouleX

A photograph of a green plant with many leaves growing out of a grey electrical outlet on a white wall. The plant's stem is a vibrant green, matching the leaves, and it grows upwards and to the right. The background is a plain white wall.

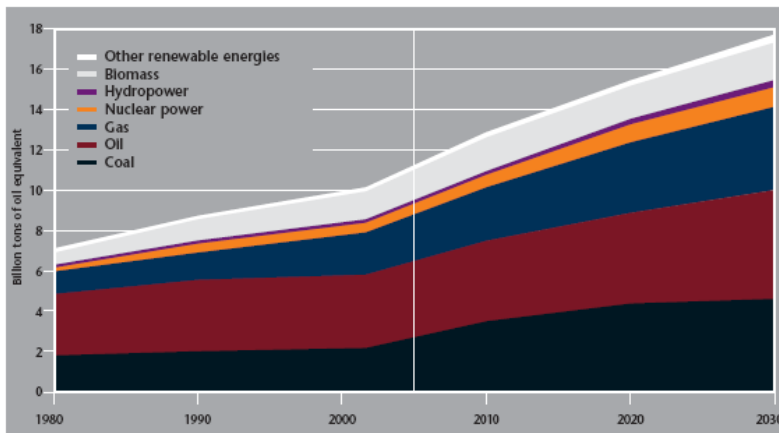
## Enterprise Energy Management

- Quickly identify energy waste
- Reduce energy usage and costs
- Lower carbon emissions
- Agentless, network-based architecture means no costly agents

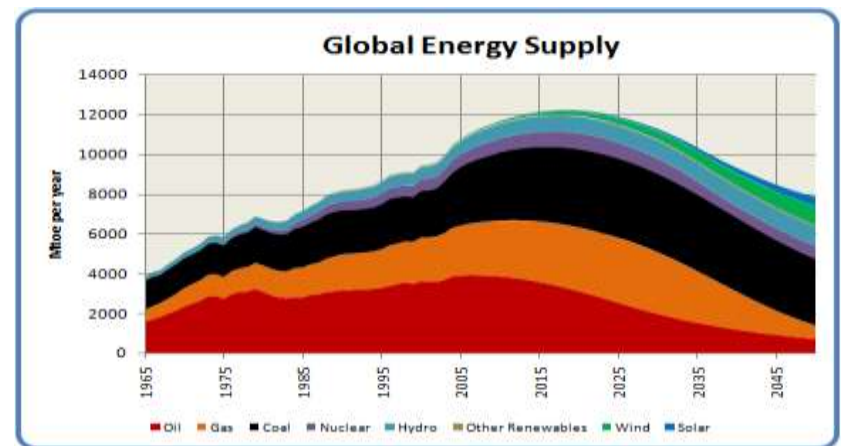
# Global Challenge...Energy Supply

The world is facing the one of greatest problems it ever faced:  
**Shortage of energy**

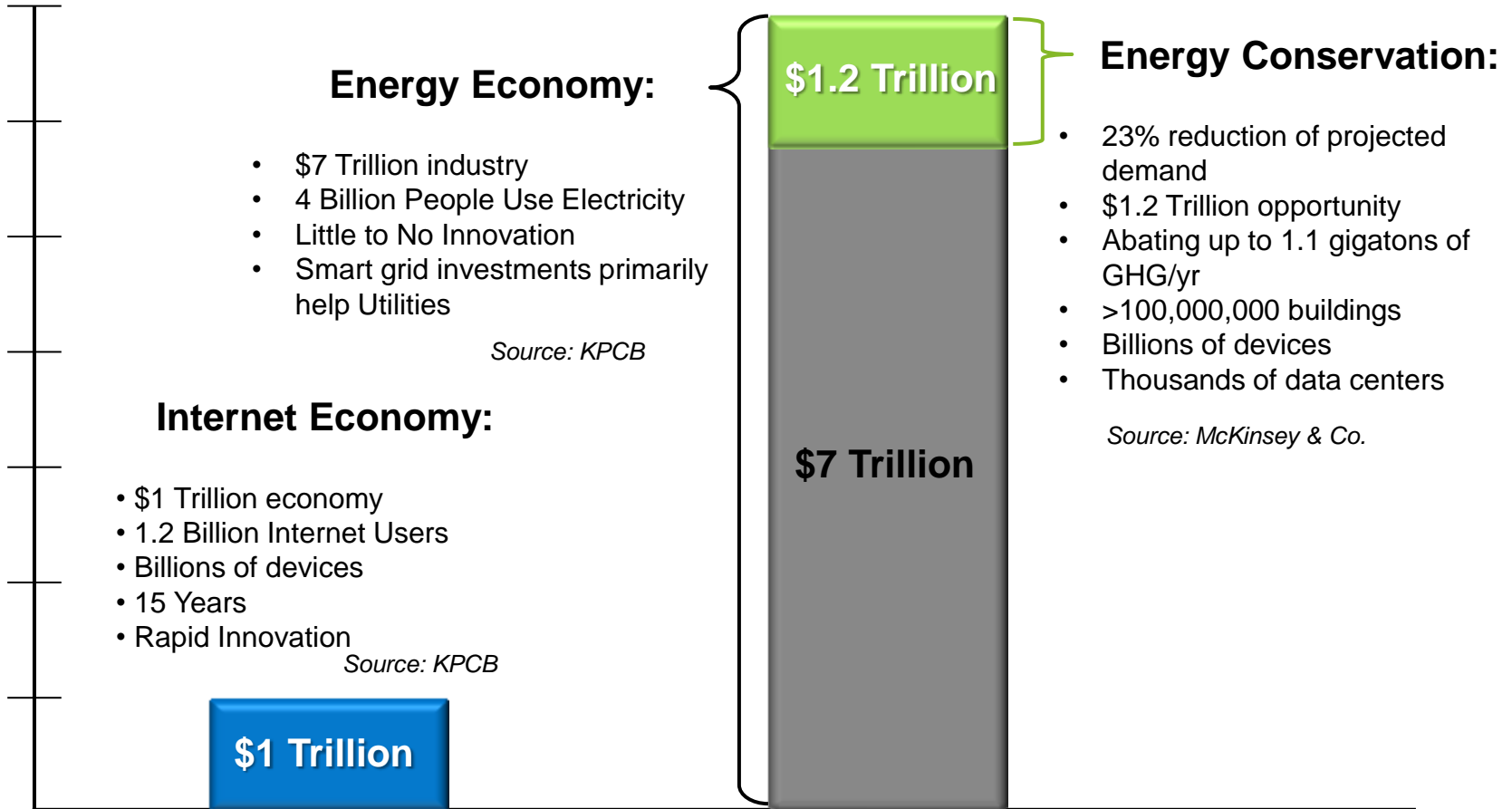
### Global Energy Demand



### Global Energy Supply



# Market Opportunity



# JouleX Background



- Founded in 2009, launched company in 2010
  - Headquarters in Atlanta, GA
  - Research and Development in Kassel, Germany
  - Offices throughout the U.S., France, Germany, Japan, and China
- 150+ customers in 13 countries on 5 continents
- Privately held, venture backed
  - \$1.7 million raised in April 2010 to launch the company
  - \$17.4 million expansion capital secured in June 2011 to accelerate growth



- Patent-pending technology: JouleX Energy Manager (JEM) v3.0
- Industry awards and recognition:



# Great Technology



## Measure Energy Consumption and Utilization of ALL network-connected devices and systems:

- ▀ Distributed Office Networks - PCs, Macs, VoIP phones, access points, copiers, printers, etc.
- ▀ Data Centers – Physical and Virtual Servers, routers, switches, storage, etc.
- ▀ Facilities – HVAC, lighting, PDU, CRACs, etc.



## Powerful Energy Intelligence:

- ▀ Energy Cost
  - ▀ Energy Usage
  - ▀ Energy Reduction
  - ▀ Carbon Emissions
  - ▀ Date/Time
  - ▀ Location
  - ▀ Cost Center
- 
- ▀ Event Based Policy
  - ▀ Rule Based Policy
  - ▀ Energy Use Simulation
  - ▀ ROI Modeling
  - ▀ Device Utilization
  - ▀ Load Adaptive™ Computing

# Proven Management Team



## Thomas E. Noonan – President & CEO

- Co-Founder, Chairman, President & CEO of Internet Security Systems (ISS) – IBM acquired in 2006 for \$1.5B
- 28+ years experience in enterprise software & control systems

## Rene Seeber – Co-Founder & CTO

- Successful entrepreneur & engineering leader with 20+ years
- Founder Cobion, acquired in 2004 by ISS
- Founder ONLY Solutions, acquired in 2000

## Josef Brunner – Co-Founder & Chief Architect

- Founded his first company at the age of 16, developed one of the first unified threat management systems, acquired by Azlan (now Techdata)
- Founder, Bastille Networks, acquired in 2007 by Integralis (now NTT Telecom)

## Tim McCormick – VP, Sales & Marketing

- 25+ years experience enterprise software marketing, sales, business development, product management
- VP Marketing at ISS from founding in 1996 to 2004, and VP Business Solutions Group at IBM ISS from 2006-2008.

## Jon VerSteeg – CFO

- CFO Agentek 2007 to 2010 and VistaScape, 2003-2007, acquired by Siemens
- Founding Finance Director at ISS from 1996 to 2003



# Strong Culture







Introduction for

Thank you.

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