ENERGY EFFICIENCY
from the core to the edge

Player Pate
Director, Marketing
JouleX
Enterprise Energy Management

- Quickly identify energy waste
- Reduce energy usage and costs
- Lower carbon emissions
- Agentless, network-based architecture means no costly agents
The world is facing the one of greatest problems it ever faced: **Shortage of energy**
Market Opportunity

Internet Economy:
- $1 Trillion economy
- 1.2 Billion Internet Users
- Billions of devices
- 15 Years
- Rapid Innovation

Source: KPCB

Energy Economy:
- $7 Trillion industry
- 4 Billion People Use Electricity
- Little to No Innovation
- Smart grid investments primarily help Utilities

Source: KPCB

Energy Conservation:
- 23% reduction of projected demand
- $1.2 Trillion opportunity
- Abating up to 1.1 gigatons of GHG/yr
- >100,000,000 buildings
- Billions of devices
- Thousands of data centers

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

**Jon VerSteeg – CFO**
- Founding Finance Director at ISS from 1996 to 2003
Strong Culture
Thank you.
Please visit us at www.joulex.net