



Aspera, Inc Acquisition

Purpose

The purpose of this document is to address particular questions and provide additional insight about IBM's agreement to acquire **Aspera, Inc.** To view the full press release, go to: <http://www.ibm.com/press>

Q. **What are you announcing?**

IBM announced that it has signed a definitive agreement to acquire Aspera a privately held company headquartered in Emeryville, CA.

Q. **Who is Aspera? What do they do?**

Founded in 2004 and utilizing its patented *fast*[™] transfer protocol, Aspera is a leading provider of software for high-speed data transfer uniquely enabled to transfer data of any size with maximum speed, unaffected by transfer distance or network conditions. Aspera's technology helps eliminate bottlenecks often experienced with conventional file transfer technologies (i.e., FTP, HTTP) and dramatically speeds transfers over public and private IP networks.

Aspera has over 2,000 customers worldwide in industries including Media & Entertainment, Government, Telco's and Life Sciences.

Aspera provides high-speed, security and bandwidth control with its eXtreme File Transfer (XFT) solution to solve some of the toughest challenges in data movement. When the size of a file or data set may be too large to be delivered over distance on a TCP/IP network, Aspera meets tight delivery deadlines by moving the data reliably and securely without impeding other business-critical network traffic.

Aspera speeds the secure transfer of large files and large collections of files across wide area networks, where performance and reliability is a limitation of traditional protocols. Whether a 100 GB+ file or thousands of small files, Aspera enables full utilization of the available bandwidth:

- Enables high performance bulk data delivery over long distances and other difficult WAN environments.
- Works equally well with ultra large files and ultra large collections of small files
- Provides the ability to establish predictable delivery times, with prioritization, and "fairness" to other network applications
- Provides faster sync between multiple peers at full bandwidth capacity
- Allows customers to quickly integrate value into other workflows and solutions

Q. **Why does IBM plan to acquire Aspera?**

At the crossroads of global scale supply chains, Big Data, and Cloud lies a challenge: how to move the massive amounts of data, at global distances with the speed required by today's business?

The Aspera capabilities extend our market leading Managed File Transfer suite by adding;

- eXtreme File Transfer (XFT) capabilities that revolutionizes the speed in moving large files (structured and unstructured) and data sets
- Cloud optimized transfer and delivery for Big Data and Media
- File sync and share optimized for large files, Desktop and mobile

These capabilities also will enhance our larger initiatives:



For Smarter Commerce - Aspera helps organizations align their digital supply chains with changing expectations. It has already transformed the Media and Entertainment space and was awarded an Emmy® for it.

For Cloud Computing –Aspera provides companies with the ability to transfer large files and data sets in, out, and across cloud infrastructure so that it can be analyzed, processed, and transformed anywhere around the globe, on premise or in the Cloud.

For Mobile – Aspera enables a high performance way for employees to synchronize and share files, regardless of size, across devices and applications.

Together, IBM and Aspera will allow customers to move Big Data, at global distances, with the speed required by today's business to better compete, differentiate and win.

Q. How will Aspera fit within the IBM software portfolio?

The Aspera offerings will be part of the Industry Solutions portfolio within IBM Software Group, the organization responsible for B2B/Commerce. This acquisition will extend IBM's leadership by enabling more efficient value chains, new routes to market, and removing the barriers of data size and distance.

Q. How will Aspera clients benefit?

Aspera clients will benefit from the combined technologies and skills of both companies, including increased investment, global support, sales, technical sales, services, localization and a large partner ecosystem, along with IBM's commitment to innovation.

IBM will continue to support and enhance Aspera's technologies while allowing clients to take advantage of the broader IBM portfolio, including Smarter Commerce, Business Analytics, SmartCloud/SoftLayer, Webshere Portal, and other solutions, as well as enhanced service options from IBM Global Services and increased international support (people, product localization, etc.).

Q. How will the acquisition affect Aspera Business Partners?

IBM intends to extend and grow with the skilled Business Partner community that has helped make Aspera successful.

For a period of time Aspera partners will continue to operate within the existing Aspera Business Partner program, and will conduct business as usual, using their current contract terms and program structure. Aspera Business Partners will transition to standard IBM contracts and programs once the Aspera products are available in the IBM Business Partner Program.

Business Partners are welcome and encouraged to enroll in IBM's Business Partner program – [IBM PartnerWorld](#) – for IBM product portfolios to access a vast array of benefits and resources, including marketing, selling, technical and training/certification resources.

Q. How will the Aspera team fit organizationally within IBM?

Aspera will become part of the B2B/Smarter Commerce group led by John Mesberg, VP, which is part the Industry Solutions business, led by Craig Hayman, General Manager, within IBM Software Group.

Q. How does this acquisition affect existing Aspera on-demand offerings?

IBM is committed to fully supporting existing Aspera on-demand customers and existing cloud provider environments. IBM supports the Aspera strategy of enabling *fast*-based solutions for a broad range of cloud infrastructure providers. IBM recognizes the importance of supporting



customer choice in the use of cloud platforms, and to support global organizations with current or future investments in multiple cloud platforms.

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