Q&A with Ofer Laksman, Co-Founder and CEO of Correlata Solutions Ltd. providing Data Center Management, Smart Cloud Transition, IT Support and Cost Optimization

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CEOCFO: *Mr. Laksman, what is the concept for Correlata Solutions?*
Mr. Laksman: I would be more than happy to provide the information. Basically, the whole idea behind Correlata is that we developed Correlata to change the data center management domain with a vendor agnostic analytic solution that provides, for the first time, the management and the IT leaders a different management tool and visibility about their data center operations and to be able to quantify the true value that is coming directly to the IT to the business layer. Correlata is focusing on three major aspects. The first one is the cost optimization and savings, where basically the companies can make sure that their investments or decisions will be done very efficiently and effectively and the company will definitely and be able to maximize their investments in the purchasing phases. The second part is what we call operational excellence and efficiency, to make sure that once the IT elements are being implemented, the IT will operate efficiently and we will be able to provide the right SLA (Service-Level Agreement) that the company is expecting from the IT unit. Last but not least, is what we call the easy and smart cloud transition, where companies are asking themselves if they are ready to move to the cloud or not and to find the right and the best cost-effective way to do it. With Correlata, for the first time they will have an empirical tool that will help them to identify the true size of their IT and to make a very smart and easy transition once they will decide it is time to move to the cloud.

CEO/CFO: *Have companies been looking for a way to essentially analyze these items or people just do not know or think it exists?*
Mr. Laksman: The answer is both of them. There is no very clear answer. That is because one of the problems is that many companies are dealing with what we call the IT maze. Enterprise companies are dealing with thousands of elements in their IT, which over time the system is really growing. Therefore, it is becoming very difficult from their perspective to get the true IT size. It is challenging for them to really understand what kind of resources they really need in order to operate the business layer. Therefore yes, it is difficult and it is really challenging in that sense for enterprise companies on the daily basis operations.

CEO/CFO: *What have you put together and how do your solutions work?*
Mr. Laksman: Based on the fact that the company leadership are more than twenty years in the ICT business domain, we identified that there is a gap that is increasing between what the market or the business really needs to what the vendors or the solutions are that are being exposed in the market. What we did is that we are focusing on four aspects that are the foundation of Correlata. The first one is what we call the alignment IT to business. We are the only independent platform that is inspecting the relationship between the data center objects and the business layer. Therefore, we are making sure that the IT systems will always be available to the business layer. The second one is that we are trying to make sure that