

Australian Company SERENUS Secures Innovate NSW Grant for Cloud Computing Technology

Illawarra-based Cloud Computing specialist Serenus Pty Ltd has secured a grant to develop a Minimum Viable Product prototype of their patented Cloud-VPN technology. The development will be supported in part through NSW Trade & Investment's Innovate NSW program.

In April this year the Australian Patent Office granted Serenus an Innovation Patent covering a Cloud management system "to monitor data flows, identify bottlenecks, and dynamically optimize network performance". This breakthrough comes at a tipping point in the adoption of Cloud services, as businesses increasingly take advantage of the inherent cost savings and scalability benefits of Cloud Computing services.

Serenus is now moving from the concept and design stage towards commercialization of the patented technology, which has a wide range of potential applications including enterprise-level Cloud management, ISPs, Telcos, and IT hardware and software vendors. "Having tracked the evolution of Cloud Computing over the past years, Serenus saw a missing link in the area of Cloud Network management as company data is increasingly moving from a controlled corporate IT environment into the Cloud", comments Serenus Managing Director Ross Goodfellow.

"Customers don't want to take a leap of faith with vital company information. Yes they want the benefits of Cloud, but they still want to have visibility & control over their data and how it's being delivered to them - this is what Serenus' technology is all about, it's about giving visibility and control back to the customer".

The new technology, when fully developed, will be the latest addition to Serenus' portfolio of global Cloud Connect, Compute and Backup services aimed initially at the Australian & New Zealand business markets.

Ross Goodfellow sums up "This technology is an important step forward in adapting Cloud services to address genuine business concerns. We hope to develop this technology here in Australia and take it onto the world stage".

— ENDS —

About Serenus

Serenus provides next generation Cloud Computing solutions to Australian & New Zealand businesses, as a flexible and economical alternative to legacy IT & Telco services. We are especially focused on the small to medium business (SMB) sector with remote or offshore offices that need to stay connected to corporate IT applications and Cloud services. Serenus provides a fully integrated suite of Cloud Connect, Desktop, Compute and Backup solutions with national and international coverage.

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