

## **Illawarra based company SERENUS wins Australian Patent for innovative Cloud Computing technology**

Cloud Computing specialist Serenus Pty Ltd has secured an Australian Patent for its technology innovation in the emerging field of Cloud Network Management.

The Australian Patent Office has granted Serenus a patent covering a “Cloud network management system with graphical user interface, which identifies data flows over Internet Virtual Private Networks and dynamically monitors and optimizes network performance”. This breakthrough comes at a tipping point in the adoption of Cloud services, where a growing number of businesses today are moving IT functions into the Cloud to leverage the inherent cost savings and scale-ability benefits.

Serenus is now in discussions with interested parties in Australia and overseas to take the innovation to the commercialization stage. The patented technology has a wide range of potential applications, including enterprise-level Cloud management, ISPs, Cloud operators, and IT hardware and software vendors. “Having tracked the development 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 Networking & Cloud Backup services catering to the Australian & New Zealand business market.

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 Network services to Australian & New Zealand businesses, as a flexible and economical alternative to legacy Carrier 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 also provides a fully integrated Cloud Backup service with a platform of Australian and global based Datacentres.

## Media Contact

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