



For More Information Contact:

Lauren Sell
Porter Novelli
512-241-2246
lauren.sell@porternovelli.com

Olivier Thierry
FiveRuns
512-342-6362
olivier.thierry@fiveruns.com

FiveRuns™ Unveils Strategy to Manage Rails™ Application Lifecycle

Through a series of relevant product, business and community initiatives, FiveRuns aims to further enterprise adoption of Rails

PORTLAND, OR, May 17, 2007 – Today at Railsconf 2007 FiveRuns, a pioneer of hosted enterprise-class management for popular open source and commercial systems, unveiled its vision and blueprint for the management of the Rails application lifecycle. Designed to accelerate the adoption of Rails, through intuitive, relevant and affordable management, FiveRuns is already delivering on this vision with today’s announcement of the FiveRuns’ Management Suite for Rails, the FiveRuns’ Rails Advisory Council, and the Rails Application Management Partner program (RAMP).

Rails, a web application framework for the Ruby programming language, is quickly gaining popularity because it improves both the speed of development and user experience. Visible indicators of Rails’ momentum include:

- Rails has been downloaded 933,972 times to date, 700,000 in last year alone.
- Ruby on Rails will ship with the next version of Apple’s OS X operating system (Leopard).
- Notable applications and Web sites were built on Rails, such as Backpack, Twitter, Jobster and Revolution Health.
- RailsConf 2007 was the fastest O’Reilly conference in history to sell out.

“Our goal with these initiatives is to continue to grow our business by satisfying a market need while furthering the enterprise adoption of Rails.” said Steven Smith, founder and CEO of FiveRuns. “Delivering a Rails application management suite into this market is a natural next step based on the momentum and excitement we are generating with our Rails-based enterprise management platform.”

Fiveruns’ Enterprise Management Suite for Rails is the first, and currently the only, solution to manage the full Rails application lifecycle, from automating the setup and maintenance of an integrated Rails development environment to ensuring Rails applications perform well in production. The first product in the Suite, RM-Manage, is generally available. This will be followed up by a June delivery of RM-Install. The final three products in the suite are expected to ship later this year. While RM-Install will be free to download on FiveRuns Web site, RM-Manage will be offered on a subscription basis, and already has several active customers, including 37Signals and Ove.

“FiveRuns has positioned themselves in the forefront of the Rails management ecosystem. They started by delivering the first enterprise management platform written in Rails and have now followed it up with a management suite for Rails that facilitates the development, deployment and management of Rails applications,” said Rich Ptak, an analyst at Ptak, Noel and Associates. “Like any disruptive technology, Rails will thrive on an ecosystem of complementary tools and best practices to amplify its benefits and further drive its usage. FiveRuns is working aggressively to support and accelerate this process.”

Additionally, FiveRuns has been and will continue to be an avid supporter of the Rails developer community. FiveRuns’ involvement includes sponsoring RailsEdge Workshops, RailsConf 2006 and 2007, sponsoring and actively participating in the local Austin on Rails community, donating to Rails Day 2006, and contributing code back to the open source community through various open source projects.

“It’s marvelous to see FiveRuns help people better run their Rails applications.” said David Heinemeier Hansson, the creator of Rails. “They’re an important part of a growing commercial ecosystem that’ll take Rails adoption above and beyond.”

To help steer the Rails company vision, FiveRuns also announced its Rails Advisory Council, a group of Rails visionaries and community leaders who have agreed to council FiveRuns on its product development as it pertains to Rails and its other system management solutions. Inaugural members include:

- Bruce Williams, FiveRuns Corp., Ruby Central
- Chad Fowler, Ruby Central
- Jamis Buck, 37signals
- Jeremy Kemper, 37signals, Rails Core Team member
- Marcel Molina, Jr., FiveRuns Corp., Rails Core Team member
- Michael “Koz” Koziarski, Rails Core Team member
- Rich Kilmer, InfoEther, Ruby Central
- Rick Olsen, Active Reload LLC., Rails Core Team member
- Tobias Lutke, jaded Pixel, Rails Core Team member
- Ezra Zygmuntowicz, Engine Yard

In addition, FiveRuns recently hired Marcel Molina, Jr., a Rails Core Team and Bruce Williams of Ruby Central, noted members of the Rails development community.

About FiveRuns: Enterprise Management for Rails

FiveRuns is a leading provider of enterprise-class management solutions for Rails, and other popular open source and commercial systems. Built on Rails and delivered as a hosted service, FiveRuns’ game-changing solutions provide relevant, intuitive and affordable management enabling organizations to save money and reduce operational complexity by managing the entire Rails application lifecycle – from installation to production. For more information or to download a trial subscription, visit www.fiveruns.com.