



## **Press Release**

**For immediate release**

# **London Technology Fund invests in server appliance specialist ApplianSys**

**“Bridging the technology equity gap”**

**LONDON, UK, 17 January 2007** – ApplianSys, which designs and builds server appliances, has attracted funding of £620,000. London Technology Fund (LTF), London’s specialist investor in new technology companies, invested as part of a syndicate which included The Capital Fund and business angels. Following the investment an experienced finance director will be appointed.

Server appliances are plug-and-play devices with integrated hardware and software, designed to do a specific job in a network. They offer IT managers an alternative to installing network applications on general purpose servers. Appliances are simpler to deploy and administer, more reliable and more secure, meaning lower costs and fewer headaches for technical staff. The funding round will enable the company to develop its products as a specialist whose core competence is appliancing, within a growing, fragmented market largely served by specialists in particular application niches.

Commenting on the fundraising, Mike Clark, Founder and Chief Executive Officer of ApplianSys, said: *“The London Technology Fund offers early-stage IT companies a route to bridging the funding gap which exists in the UK. Its understanding of the particular dynamics of technology ventures and markets, allied with a rigorous approach to due diligence, gave reassurance to angels and so helped us secure co-investors alongside themselves and The Capital Fund. We now have the support and resources we need to build ApplianSys into a European leader in the growing market for server appliances”.*

David McMeekin, Chairman of the London Technology Fund and The Capital Fund, said: *“We are delighted to have the opportunity to support this exciting company as it builds its presence in the global market for server appliances”.*

## Contact details

### ApplianSys

**Mike Clark, Founder and CEO**

+44 (0) 20 7190 1717

Bracton House

34-36 High Holborn

London WC1V 6AE

### London Technology Fund

**David McMeekin, Chairman**

+44 (0) 20 7247 6300

Company Guides Venture Partners Ltd

13 Christopher Street

London EC2A 2BS

## - Notes to editors -

### 1. ApplianSys

[www.appliansys.com](http://www.appliansys.com)

ApplianSys specialises in server appliances, taking the central role in designing and building the appliance. Server appliances are servers with hardware and software designed and integrated for a specific task in a network.

The server appliance approach offers a number of customer benefits compared with installing standard software applications on general purpose servers. These benefits include reduced costs of ownership and enhanced security. Savings are derived from lower upfront configuration and downstream maintenance costs, as well as lower costs associated with space, power and heat. With server appliances dedicated to one application the platform is also inherently secure.

### 2. London Technology Fund

[www.londontechnologyfund.com](http://www.londontechnologyfund.com)

The London Technology Fund (LTF) is London's specialist investor in new technology companies. It is focused on the funding gap for new, high growth technology companies based in Greater London. It bridges the funding gap by leading and building a syndicate of investors or by completing the gap in an existing syndicate. The Fund is happy to work with investors already known to a company or to help entrepreneurs find investors. It has developed a streamlined investment process with an initial web-based application that helps entrepreneurs identify and provide the essential information needed for prompt decision-making.

The Fund can invest in a series of tranches over a number of years alongside other investors, contributing up to a maximum of £1.5m from its own resources to the total investment made in a single company.

The London Technology Fund is funded by the London Development Agency and the European Regional Development Fund. It is managed by Company Guides Venture Partners Ltd, which is authorised and regulated by the Financial Services Authority.

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