

From the Atlanta Business Chronicle:

<http://www.bizjournals.com/atlanta/blog/atlantech/2013/05/cisco-to-acquire-atlanta-energy-firm.html>

Cisco to acquire Atlanta energy firm JouleX for \$107 million

May 29, 2013, 9:15am EDT Updated: May 29, 2013, 10:32am EDT

Technology giant **Cisco** (NASDAQ: CSCO) plans to acquire JouleX Inc. for \$107 million.

Atlanta-based JouleX, co-founded by Tom Noonan, helps companies monitor, analyze and manage the power consumption of network-connected devices, including PCs, printers, servers and networked devices and systems in data centers.

Cisco is boosting spending on data networks to meet demand from users who are increasingly using smartphones and tablets to watch video and browse the Internet.

JouleX's energy-management products can help Cisco's customers measure and manage energy usage over corporate networks and IT systems, without the use of hardware meters or network configurations.

JouleX has raised more than \$17 million and is backed by Intel Corp.'s venture capital arm, Sigma Partners and Flybridge Capital Partners.

Sigma was an investor in **Internet Security Systems Inc.** (ISS), which Noonan



BYRON E. SMALL

Jon VerSteeg, Tom Noonan and Tim McCormick of JouleX, which helps companies monitor and manage power consumption of networked devices. Cisco plans to acquire JouleX for \$107 million.

launched on maxed-out credit cards and eventually sold to IBM Corp. for \$1.6 billion.

Noonan was aiming high with his latest venture.

In April 2010, Noonan told Atlanta Business Chronicle that JouleX had the potential to be a billion-dollar business and could “be bigger than Internet Security Systems.”

JouleX software, which does not need to be installed on networked devices and systems, remotely monitors and analyzes energy consumption. The startup claims its software can cut up to 40 percent of a corporation’s IT-related power consumption.

The JouleX acquisition is expected to be complete in the fourth quarter of fiscal 2013.

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