



## NetEffect Media FAQs

September 2007

### Who is NetEffect?

NetEffect delivers high performance, low power, 10Gb accelerated Ethernet adapters that optimize the performance efficiency, power efficiency and productivity of today's data center applications.

### What products does NetEffect offer?

NetEffect offers the NE020 family of accelerated Ethernet adapters including 1GbE adapters, 10GbE adapters, 10GbE adapters for blade systems, and a 10GbE ASIC. All NE020 adapters operate as standard 1Gb or 10Gb NICs and accelerate data traffic for networking, storage and clustering applications. They significantly increase throughput, decrease latency, and reduce CPU utilization while offering the lowest power consumption available.

### What makes NetEffect's solutions different?

NetEffect products offers customers a number of capabilities that competitive solutions cannot. NetEffect's Ethernet adapters provide:

- > low latency equal to or better than Infiniband in clustering/scale-out applications: <6  $\mu$ sec (NE020 10Gb)
- > the highest performance: 18 Gbps (NE020 10Gb, bidirectional, dual-port)
- > lowest CPU availability (95%) for applications and OS processing, the highest of any adapter on the market
- > the lowest power usage: <4W per port (NE020 10Gb)
- > industry-leading performance, low-power consumption and small die size achieved through patented Virtual Pipeline Architecture, ensuring continued performance leadership in future product generations

### What value does NetEffect deliver to customers?

NetEffect delivers high performance 10Gb and 1Gb Ethernet adapters that:

- > Separately or concurrently supports data communications traffic for networking, storage, and clustering
- > Instantly and transparently accelerates this traffic without requiring modification, recompilations, or porting of existing applications
- > 1GbE adapters bring instant performance increases to 1Gb networks with no changes to existing cabling or switch infrastructure
- > Lower CPU utilization optimizes server efficiency and productivity, supporting higher rack densities and more processing within existing power budget

### What are the performance characteristics of NetEffect's accelerated Ethernet adapters?

The NE020 10GbE adapter features:

- > Accelerates sockets: 12Gbps unidirectional, 18Gbps bi-directional
- > CPU utilization <5% for network overhead processing (represents 1/10th of typical 10Gb NIC CPU utilization)
- > Accelerates block and file storage accesses
- > Accelerated support for iSCSI, iSER, NFS, NFS/RDMA
- > Runs industry-standard clustering applications without a need for modification or recompilation ABAQUS, Fluent, LS-DYNA, Oracle RAC
- > Measured MPI latency: <6  $\mu$ sec

### Why do you call NetEffect the 'green choice'?

The NetEffect NE020 10Gb is the lowest power-consuming 10GbE adapter available.

- > One third the power of competing 10GbE products
- > Single-port CX4 adapters <8 Watts



- > Exceptional network offload performance enables higher rack densities to achieve significantly more processing within fixed power budget
- > A single low-power adapter concurrently supports networking, storage, and clustering traffic, saving power through adapter consolidation
- > NetEffect adapters are RoHS certified

### **When will NetEffect's solutions be available?**

NetEffect adapters are shipping and are in use at customer sites today.

### **Who are NetEffect's target customers?**

NetEffect is actively engaged with the major server and storage corporations that serve the enterprise data center market. NetEffect is also working directly with end-users in the Financial Services, Oil and Gas, Entertainment and CAD/CAE markets. The company continues its work with IT managers in high performance computing environments, where high data throughput and low latency are critical.

### **What is iWARP?**

iWARP is a series of extensions to Ethernet and TCP/IP, developed by the RDMA Consortium and IETF. The iWARP extensions eliminate nearly 100% of CPU overhead related to networking. They utilize advanced techniques to reduce CPU overhead, memory bandwidth utilization, and latency by a combination of offloading TCP/IP processing from the CPU, eliminating unnecessary buffering, and dramatically reducing expensive OS calls and context switches — moving data management and network protocol processing to an accelerated Ethernet adapter.

The iWARP extensions are fully compatible with today's Ethernet infrastructures, the resulting performance improvements come without disrupting existing data center ecosystems and without the cost premiums associated with proprietary, single vendor technologies.

### **Who does the company consider its primary competition?**

NetEffect is the leader in the 10Gb iWARP space. The company has the leading management and engineering teams in the multi-gigabit Ethernet industry. NetEffect expects competition from early-stage companies promising full iWARP support but only delivering partial implementations, as well as other competitors using proprietary technologies, such as InfiniBand, Myrinet and Fibre Channel.

### **Who makes up the NetEffect executive management team?**

- > Rick Maule, President & CEO
- > Terry Hulett, Vice President of Architecture and Silicon Engineering
- > David Sommers, Vice President of Systems and Software
- > Bill Maxwell, Vice President of Sales
- > Rob Senders, Chief Financial Officer

### **Where is NetEffect located?**

NetEffect is headquartered in Austin, Texas. Often referred to as Silicon Hills, the city is home to a large pool of engineering talent, supported by the University of Texas; a myriad of small and mid-size businesses; and global Fortune 1000 corporations.

### **How is NetEffect funded?**

NetEffect enjoys the support of some of the leading venture capital firms in the world. They include: Austin Ventures, Duchossois Technology Partners, Granite Ventures, Infinity Capital, JatoTech Ventures, TI Ventures and TL Ventures.

### **How many employees does NetEffect have?**

NetEffect has approximately 60 people today and continues to hire talented, experienced individuals.