SWIM.AI Exits Stealth and Names Leadership Team

Management team brings extensive experience of developing innovative and disruptive software

SAN JOSE, Calif. – April 4, 2018 – SWIM.AI, the edge intelligence software company, today exited stealth and announced new additions to its leadership team. Co-founded by Rusty Cumpston and Chris Sachs, SWIM.AI delivers edge intelligence software that combines edge computing, digital twins and machine learning to efficiently deliver real-time business insights. The rapid growth of new devices, sensors, and applications is generating an explosion in the amounts of edge data requiring real-time analysis. SWIM.AI's software provides business insights and predictions by efficiently reducing, analyzing and learning from fast data, in real-time and on existing edge devices. In addition, the company today announced the general availability of its first product, SWIM EDX™.

SWIM.AI has assembled a world-class management team of technology executives with extensive experience from companies including XenSource, Virtustream (Dell/EMC), Cisco, Sensity Systems, Coho Data, Bromium and Citrix. Founded in 2015, the company is venture-backed and has attracted top engineering talent and has customers across multiple sectors.

"The rapid growth in edge data has created an urgent need for companies to efficiently analyze and receive business insights," said Cumpston, co-founder and CEO of SWIM.AI. "We have put together a team of leading technologists and executives that have successfully developed highly innovative software for a wide variety of industries. SWIM.AI has traction today in manufacturing, enterprises, service providers, traffic, energy, smart cities and IoT sectors, and the demand for SWIM EDX is rapidly accelerating."

Decades of Software Innovation
SWIM.AI's leadership team brings decades of experience in solving deeply complex compute, data and network challenges with specific expertise in virtualization, cloud and data analytics. The new additions are:

- **Simon Crosby (CTO) –** Crosby joins the company from Bromium, where he was CTO and co-founder. Prior to Bromium, he was CTO of the Data Center & Cloud Division at Citrix. Crosby joined Citrix through the acquisition of XenSource in 2007, which he also co-founded and led as CTO. Previously, Crosby was a principal engineer at Intel, where he led strategic research in distributed autonomic computing, platform security and trust. He was a member of faculty at the University of Cambridge Computer Laboratory and Fellow of Fitzwilliam College.

- **Simon Aspinall (CSO/CMO) –** Aspinall joins SWIM.AI from Dell/Virtustream where he was President Virtustream SARL and VP Sales Strategy/Enablement. Prior to Virtustream's acquisition by Dell, he held executive roles including SVP for software sales and as chief marketing officer. Previously, Aspinall held multiple sales and marketing roles at Cisco Systems, including Global Marketing Lead for the Cloud, Mobility and SP Data Center Businesses.

- **Ramana Jonnala (CPO) –** Jonnala most recently was co-founder and CEO of Coho Data, a storage company. Prior to Coho Data, he was a VP with Citrix where he ran the XenClient product team which included engineering, product management and product marketing. Jonnala was part of the Citrix acquisition of XenSource where he was VP of engineering.

"I look forward to working with the team to deliver SWIM EDX to customers who are drowning in edge data and need to highlight efficient real-time edge intelligence," said Cumpston. "Each has extensive experience, along with a unique understanding and vision of today's technology landscape. Together, we are building yet another world-class product that will shape the future of real-time analytics and distributed enterprise applications."

Supporting Resources
- Twitter
- Blog
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About SWIM.AI

SWIM.AI delivers powerful business and operational insights for customers with its SWIM EDX 'Edge Intelligence' software. SWIM.AI enables businesses to reduce, analyze, learn and predict from 'gray' edge data on the fly, on existing edge devices. SWIM EDX combines edge computing, machine learning and self-training 'digital twins', all running locally on edge devices working in a mesh/fabric architecture. SWIM.AI provides solutions for OEMs, service providers, enterprises, cities and IoT vendors. For additional information, please visit www.swim.ai.

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