Company: Azul, Sunnyvale, CA
Nomination Submitted by: Treble PR
Company Description: Azul provides the Java platform for the modern cloud enterprise. Azul is the only company 100% focused on Java. Millions of Java developers, hundreds of millions of devices and the world's most highly regarded businesses trust Azul to power their applications with exceptional capabilities, performance, security, value and success. Azul customers include 27% of the Fortune 100.
Nomination Category: Product & Service Categories - Business Technology Solutions
Nomination Sub Category: Cloud Application/Service
Nomination Title: Azul Platform Prime

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

   Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

   An update of Azul Platform Prime was announced in October 2024.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

   Total 349 words used.

   Azul Platform Prime, Azul's High-Performance Java Platform, is a commercial distribution of OpenJDK (the free and open-source implementation of the Java Platform), that reduces the number of cloud instances needed to run Java workloads running with high peak demands for cloud services.

   Based on OpenJDK, Platform Prime learns Java application patterns and paths, translating that to optimal execution for the underlying operating system and hardware platform. This lowers the burden on the underlying operating system and hardware from the application, enabling companies to do more work with the same resources or shut down/use fewer instances. Platform Prime outperforms other OpenJDK distributions by an average of 37%.

   With Platform Prime, companies can reduce cloud waste and improve application performance without upgrading to a newer Java release or changing any code. The faster the Java code can go; the less compute instances are needed to run the Java workload. It is ideal for demanding, business-critical applications under SLA, including those used for large data sets in distributed data processing.

   Additionally, with its Cloud Native Compiler, Platform Prime optimizes application performance by elastically scaling resources up and down, reusing previously optimized compilations across connected Java Virtual Machines (JVMs) and improving their performance and startup times. Key benefits:

   - Boosts efficiency, throughput and responsiveness of Java and JVM-based applications including front end, back end, API gateways, containerized applications and microservices.

   - Improves the efficiency of JVM-based big data frameworks that store, search and stream data.

   - Serves the same load with smaller, fewer instances by utilizing a service for the heavy work of compilation. Delivers greater agility and optimizes cloud costs in the face of increasing infrastructure spend.

   - Right-sizes resources where customers have had to reserve 2x or more CPU capacity for JVMs than they need just for running their applications to enable JIT compilation during warm-up and de-optimizations

   Additional Platform Prime benefits include:

   - Infrastructure and Cloud Cost Optimization: Reduces services and instances by 20%+, cut operating expenses for cloud services while increasing carrying capacity

   - DevOps Productivity and Efficiency: Reduces time-to-market and avoid unplanned performance tuning and project backlogs – build and deliver new features faster.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

   Total 349 words used.

   Recent customer achievements using Azul Platform Prime include:

   - **Digital Retail Search and Discovery Platform** – **improved performance by ~90%** to scale Java data analytics platform, accelerating personalization for better ad targeting. Scaled revenue generating, custom third-party ad server app serving 537M monthly users and 1.5B pins saved weekly. **Delivered an average 22% reduction in CPU** across six large Java workloads minimizing expenditure on cloud services.

   - **LMAX Group** – a global financial technology company and the leading independent operator of multiple institutional execution venues for FX and cryptocurrency trading. With Azul, **LMAX Group has achieved 48% faster performance.** "Our partnership and the results we achieved in company with Azul are a testament to the strength of the partnership and the combined technologies that form its basis. We look forward to continuing to innovate and scale on the Azul platform." CTO, LMAX

   - https://www.azul.com/customer-success/taboola/">**Taboola** - Relies on big data and personalization to successfully place relevant content for individual users. Timeouts, pauses, and slow performance are not acceptable. With Platform Prime, **Taboola reduced its database server footprint by 50% and its front-end server footprint by 30%.** Reduction in server count translates to hundreds of servers and significant savings in cost and environmental impact.

   - **BIDS Trading** – Reclaimed **50% of unused infrastructure used for electronic trading**. "Now, our engineering team is able to ignore performance maintenance and spend all their time building features." CTO, BIDS Trading

   - **Workday** – **improved its SaaS operational efficiency by 95%, eliminating over 42,000 person-hours** across an 18-month period, saving Workday millions of dollars while freeing its developers to do more productive work.

   - **Global travel technology and distribution platform company** – **reduced a query application's response time by 80%,** lowered its error rate and eliminated slower and stalled transactions.

   - **British video game developer** – eliminated ticks over 600ms, erasing any pauses a gamer can detect while playing – this **improved the platform's gaming performance by 20%.**

   - **Global retailer/e-commerce company** – **experienced 40% reduction in compute needed** for 70+ e-commerce Java applications and transitioned to Platform Prime with no code change and no changes to DevOps workflows.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

   Total 69 words used.

   - Azul Platform Prime Overview video

   - Azul Sets the Bar with Its High-Performance Java Platform – press release

   - AWS and Azul Platform Prime Value Proposition

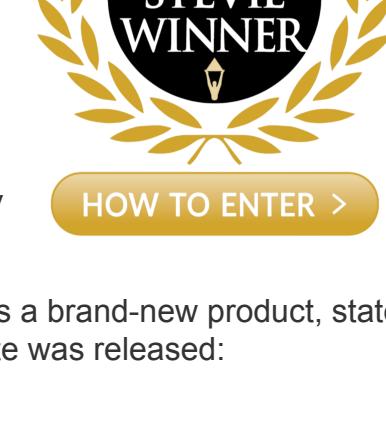   - LMAX Group customer video interview

   - Cloud Cost Optimization Cookbook

   - Azul Platform Prime - products page

   - Java Application Performance Comparison

   - S&P Global Market Intelligence report – Azul dials up high-performance Java platform capabilities

   - Azul's High-Performance Java Platform, critical capabilities

   - Advanced Fleet Right-Sizing with High-Performance Java Platforms

Attachments/Videos/Links:

Azul Platform Prime

[REDACTED FOR PUBLICATION]