

THE KEYS TO DRIVING DATACENTER EFFICIENCY

How can you ensure quality of service globally while reducing IT costs in your IT department?

- **29%** of IT cost base is staffing¹
 - Can you ensure your teams are working on the right problems?
- **60%** of virtual infrastructure is under-utilized²
 - Are you getting the most out of your virtual environment investment?
- **22%** of IT spend is on software³
 - Are you wasting IT budget on too many point tools or legacy monitoring frameworks?
- **75%** of IT Executives cannot accurately measure "Quality of Service"
 - Can you easily track and report on service levels to line of business customers?
- **80%** of IT managers feel they don't have enough visibility or control
 - Are you getting the right information at the right time to make the right decisions? Do you have a complete IT dashboard for total visibility across all IT environments?

Many vendors promise to increase datacenter efficiency, but few deliver. up.time provides actionable insight to achieve **measurable RESULTS quickly**. up.time provides the highest possible value in enterprise monitoring software.

up.time is powerful and easy-to-use systems management software that helps you manage, measure, and monitor across the datacenter and around the globe, ensuring quality of service, enabling proactive IT and immediately cutting costs.

Manage. Measure. Monitor

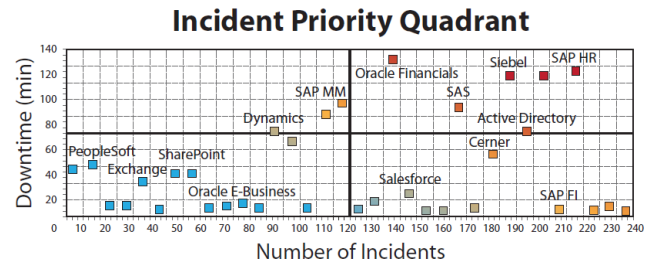


Data is just data. Executives need the insight that data provides brought to light in order to drive efficiencies in the business, ultimately accounting for increased IT service, reduced cost or both.

up.time reduces your IT costs, reliably. But don't take our word for it, up.time is used by thousands of enterprise and mid-enterprise companies in over 40 countries.

Ensure IT Service Levels Meet Business Needs

Incident Priority Quadrant: Where Are You Focused?



"Which Systems and Applications are driving downtime and draining resources? up.time measures your environment and gives you the priority list."

A best practice approach to driving better service levels is through the clear identification of IT priorities.

Unless you have accurate dashboards and reporting flowing from deep data, determining the right proactive actions can be nearly impossible. Views and reports have to illustrate current state, *and* highlight future priorities.



Enable Proactive IT Management

Manual fault management consumes up to 70% of datacenter staff activities (Gartner).

Reacting and 'fighting IT fires' too often is a massive waste of resources. The ultimate goal should be to avoid outages from occurring in the first place. Proactive IT enables the shifting of staff from reactive break/fix mode into proactive downtime avoidance and high payback initiatives.

Proactive IT management isn't hard, assuming you have the right solution. up.time is intuitive systems management that helps you leverage automated actions to head off problems before they hit end-users, in some cases without any manual intervention at all. This can drive a sizable increase in systems management staff productivity. Imagine if a single administrator could now perform the job of 2-3 IT staff?

Immediate and Recognizable Cost Reduction

In our current economic climate, cost reduction is essential. Is there a tradeoff between cost cutting and negatively impacting service levels or compromising enterprise performance and availability? With the right solution, it doesn't have to be a zero-sum game.

A reliable solution must meet these demands and have the track record to back it up.

- ✓ Providing complete visibility and control over the entire IT service delivery process (servers, applications and networks).
- ✓ Immediately lowering license costs, maintenance costs, training costs, and on-going administration cost.
- ✓ Maximizing performance of existing infrastructure.
- ✓ Speeding Time-To-Value (TTV) with fast deployment requiring little to no services.
- ✓ Increasing the productivity of IT staff.
- ✓ Minimizing new hardware expenditure.

up.time, Out-of-the-Box Includes...

- ✓ **Server Performance Monitoring**
 - Windows, UNIX, Linux, VMware, etc.
- ✓ **Application Performance Monitoring**
 - Including J2EE and Databases
 - End-User Experience Monitoring
 - Application & Web Transaction Monitoring
- ✓ **Network Performance Monitoring**
 - Any device, any vendor
 - Optional NetFlow monitoring available
- ✓ **Complete Datacenter Dashboards**
 - Powerful Performance, Availability and Capacity Management
- ✓ **IT Service Level Agreement (SLA) Management**

About uptime software

uptime software inc. is a privately held corporation founded in 2001 and headquartered in Toronto, Canada. up.time, created by uptime software, is powerful and easy-to-use enterprise IT systems management that won't break the bank.

up.time is the **complete IT dashboard** for watching over servers, applications, networks and IT services. Powerful, affordable and easy-to-use monitoring, alerting and reporting that provides unified performance, availability and capacity management across the enterprise datacenter.

Over 120,000 IT professionals and managers in mid-enterprise and enterprise companies across 40 countries have downloaded up.time to increase IT performance while consistently saving IT staff time and budget. To learn more about uptime software, please visit: <http://www.uptimesoftware.com>

¹ Gartner. "Managing the Data Center Cost Portfolio During a Recession," page 4. Rakesh Kumar, Lars Mieritz.

² Gartner. "Server Virtualization for x86: A Benefits Impact Assessment," page 5. Cameron Haight, Stewart Buchmanan, Thomas J Bittman

¹ Gartner. "Managing the Data Center Cost Portfolio During a Recession," page 4. Rakesh Kumar, Lars Mieritz.