

## Taking Your IT Department To the Next Level

From Alex Bewley, CTO, uptime software

Let's face it, IT is hard. As a CTO, I understand that technology is constantly changing, environments are becoming increasingly dynamic and complex, and IT organizations are forced to be lean on staff and tight on budget. So, ask yourself:

1. Do you feel fully in control of your environment(s) and datacenter(s) today?
2. Do you feel prepared for the major changes that cloud technology (SaaS, IaaS, PaaS) will have on IT and business tomorrow?
3. Do you feel IT is proactive in the way it's managed, or is 80% of time still reactive and spent in firefighting mode?
4. **Most importantly**, do your IT tools save you time and money or do they turn into budget and resource eating pits? Do they make life easier or more complex?

### At uptime, we get it.

*"Out of clutter,  
find simplicity.  
From discord,  
find harmony."  
- Albert Einstein*

In fact, we spend 1,000s of hours in R&D solving your IT problems as simply and elegantly as possible. As the CTO, I task my teams with the following vision; To make IT easier today, and even easier tomorrow.

### Easier IT Today, Proactive IT Tomorrow.

Easy to say, but it can be daunting to do. However, we have designed up.time to help IT organizations quickly move up the "IT Maturity Curve" in 3 ways:

- **Taking Immediate Control of IT:** Quickly gain complete visibility and control of your entire IT environment across all servers, applications, services, and geographies (virtual, physical and/or cloud) in less than 3-days.

- **Prioritizing IT Projects:** Unique reports show you exactly where to focus in the short term to get on top of issues with servers, applications and services. Additional reports highlight the positive results for management.
- **Driving Proactive IT:** Better business communication with easy to set SLAs and SLA risk-removal tools that ensure IT doesn't over-commit. Automated outage avoidance that recognizes, alerts on, and solves potential IT problems before they cause incidents or outages.

The end result is deployment in record time to help you today, and a complete IT systems management suite to grow with your company in the future.

### Levels of IT Maturity



up.time is a complete, all-in-one suite for IT Systems Management that provides:

- ✓ Unlimited scalability as you grow.
- ✓ Immediate value that's very affordable.
- ✓ Helps your IT organization mature today, and succeed tomorrow.

## Really, Really Customer Focused

Most companies say it, but not many mean it. At up.time, we are in it for our customers. Our development cycle is fast and focused on solving our mid-to-large enterprise customer needs today, while preparing them for the future.

1. **Customer Advisory Board (CAB):** Our executive and product teams meet at least once per quarter with our CAB, which consists of mid and large enterprise companies monitoring from 100-5,000 servers. They cover all industries including on-line retail, multi-national banks, telco, government, healthcare, and more. We listen and take action.
2. **Customer Feedback Program:** Each and every bit of customer feedback is logged with our product team and becomes a major source of new development for up.time.
3. **Fast Product Cycle:** The "Big 4" can take years to develop technology. In fact, some are still struggling to monitor virtual environments properly. At up.time, we've had deep virtual platform monitoring since ESX 2.5. We are always one step ahead so that when you need it, we've got it. Also, it's free. If you have up.time support, all future upgrades are free, helping you to grow into and leverage new technologies.

## Cloud Cover: We Light Up the Cloud

So, what's next? As CTO, I'm excited to say that up.time is busy building out the ultimate console for managing the new hybrid datacenter (virtual, physical, cloud, hosted, etc.). We have one of the best hybrid datacenter monitoring solutions on the market already, but we're not stopping there. We're going to make managing complex and dynamic IT environments even easier.


Imagine:

- Dynamic capacity spinning up when you need it and down when you don't, all without any manual intervention. Say goodbye to expensive permanent capacity and virtual sprawl.

- Your console alerting you that a change of cloud providers right now would save 50% in cost, based on your workloads and real-time cloud vendor pricing.
- Quickly provision and monitor cloud workloads in geographical locations close to your end-users for increased application performance.

At up.time, we aren't just imagining these ideas. We're busy making them real.

## More on uptime software

uptime software is the creator of  up.time, the **complete IT dashboard** for watching over servers, applications, networks and IT services, with powerful, affordable and easy-to-use monitoring, alerting and reporting for unified performance, availability and capacity management across the enterprise datacenter. Over **120,000** IT professionals and 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.

### Complete: An All-In-One Suite

A single IT dashboard scales to monitor 10,000+ servers and 20,000+ services across all platforms. Deep root cause analysis tools, server monitoring, service and application monitoring, network monitoring, capacity planning, SLA management, IT Automation and more.

### Affordable: The Best Value on the Market

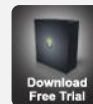
Easy to understand per-element pricing (physical servers, virtual servers, network devices). Just count the number of elements you need to monitor. No professional services needed.

### Powerful: Granular Metrics and Reporting

Granular monitoring and reporting without the complexity of "Large Enterprise" tools. Monitor across VMware, Windows, UNIX, Linux, Novell along with multiple datacenters, co-location, and remote monitoring.

### Easy: Get Immediate Value

Deploy to over 400 servers per day with no consulting or additional services required.



[Download a FREE 30-day Trial at  
www.uptimesoftware.com](http://www.uptimesoftware.com)