

Entuity™ Corporate Background

Company Overview

Entuity, headquartered in London and Marlborough, MA is a leading provider of management solutions that deliver network insight, control and predictability enabling managed service providers, system integrators, and small to medium enterprises to optimally deliver IP services, manage network services and assets, meet service level commitments, and implement best practices in service delivery. The company's award-winning flagship product – Eye of the Storm® (EYE) – uniquely provides automated, continual discovery of network infrastructure inventory and connectivity to maintain an up to date knowledge base of the network from the core to the edge. Coupled with powerful integrated fault and performance management capabilities, flexible web-enabled reporting, and real-time notifications to physical network changes, critical business initiatives can be effectively deployed and efficiently maintained.

Entuity is privately held and venture-funded by well-known investment companies in both the US and UK markets. LMS Capital plc is an independent investment company demerged from London Merchant Securities plc and is Entuity's majority shareholder. Saffron Hill is an early stage venture capital fund. Investors in earlier rounds of financing include Amadeus Capital Partners, The Gartmore Group, and Spectrum Equity Investors. This strong financial foundation gives Entuity the muscle to expand its global sales, marketing, partnering, and distribution efforts, and to accelerate R&D for EYE.

Entuity's customers include Global 2000 companies proactively solving mission-critical business initiatives, leveraging complex and dynamic distributed network environments. A sampling includes: ABB, Amtrak, Astra Zeneca, BMC Software, Deutsche Bank, IBM Global Services, The Royal Bank of Scotland, Sony, Visteon, and the Williams Companies.

Entuity's target markets include small-to-midsize businesses (SMB) and enterprises (SME), managed service providers, systems integrators, and outsourcers in a number of vertical segments including financial services, government, healthcare, education, healthcare, manufacturing, legal, and retail.

Solutions Overview

Information technologists in all industries face tremendous challenges every day trying to efficiently manage and deliver network services in support of strategic and operational initiatives. The network has evolved from being merely an infrastructure component to being *foundational* to mission critical processes, services and overall business success. IT organizations need to seamlessly support new initiatives and architectures that place ever increasing demands on the network, particularly at the constantly changing network edge.

The EYE network management solution helps businesses realize the maximum benefit of today's distributed applications, virtualized environments, network-based services, and contemporary data sharing strategies by ensuring the foundational resource for all these initiatives – the network – is economically deployed and optimally performing. EYE automatically and continually discovers and captures in-depth network data and analytics, and provides integrated fault and performance management capabilities that help enterprises, service providers, and system integrators reduce network downtime, commit to, deliver, assure and prove service level commitments, and ensure network configuration compliance. Real-time notifications of physical network and configuration changes, visibility to virtual servers and environments, and open data accessibility prevent user-impacting business service interruptions and enable transparent business-level reporting through high level and detailed reports, corporate dashboards, or mash-ups.

Eye of the Storm has been acclaimed for its unrivaled access layer awareness, rapid deployment, short learning curve, ease of use, ease of maintenance, and low cost of ownership and administration. Real-time and historical critical network management data is captured in the EYE CMDB to provide a trusted source of network asset information for troubleshooting forensics, requirements trending, integration with a core CMDB, or to be leveraged by peer applications.

EYE Functionality

EYE provides a succinct suite of the most important functionality for network management, presented in an easy to use, quick to deploy format. EYE delivers extremely fast time to value and low total cost of ownership, resulting in superior overall price-performance. Its wide range of capabilities are the practical middle ground between single function solutions that are difficult and costly to integrate, and heavily laden frameworks that are difficult to deploy, learn, use, and expensive to support.

EYE provides the functionality required to manage complex and dynamic networks through:

- **INVENTORY MANAGEMENT** – Automated and continuous discovery builds a comprehensive database of network assets, their dependencies in parent-child and peer-to-peer relationships, and their physical connectivity. Continual re-discovery ensures a high level of accuracy, and historical archival of this data provides perspective on network trending and change.
- **CONFIGURATION MONITORING** – Automates network device configuration retrieval and archiving as well as detecting and reporting on changes to running and saved configurations. Automates critical configuration management functions – such as configuration compliance verification for enforcing best practice rules – to mitigate risk, improve compliance, and reduce the impact of unauthorized changes.
- **EVENT NOTIFICATION** – Detection and real-time alerting of infrastructure events and configuration changes particularly at the edge of your network. Highly configurable event and service level thresholds generate *Bulletin Board* notification through color coding, audio alarms, or annotations and can be forwarded via e-mail and text messaging to mobile personnel.
- **FAULT ANALYTICS** – Distinguishes between network, server and application problems using *True Cause Analytics* and prioritizes these problems based on business impact.
- **PERFORMANCE REPORTING** – Provides early warning of degrading performance using an advanced service degradation index that protects users from costly business interruptions. Historical performance levels stored in the persistent EYE CMDB provides useful perspective for forensics or forecasting.
- **ADVANCED DASHBOARDS** – Deliver “at-a-glance” insight to the overall health of your network, saving time, enabling faster event resolution, and improving SLA compliance. EYE graphical dashboard displays improve service management and service delivery – particularly in the multi-server EYE environments utilized by service providers.
- **DATA MINING & REPORTING** – Delivers a new level of openness and accessibility of your data to accelerate and simplify business reporting, corporate dashboards, or mash-ups, using the display or charting tools of your choice. The *Data Export Server* liberates any of the extensive infrastructure details captured in the EYE CMDB to database formats independent of EYE. Dozens of built-in, standard practice *Essential Reports*, user-configurable *Flex Reports*, and visually compelling and graphically concise *Executive Reports* enable organizations to actively manage business assurance and to effectively communicate their role in meeting real-time business imperatives.
- **INTEGRATION** – An open, CMDB-based architecture allows straight-forward support and management of new device types while APIs easily integrate EYE with third party applications. The EYE CMDB serves as a trusted source of network inventory and connectivity information for a core CMDB or as an information source accessible by peer management applications.
- **MODULES** – Several technology and integration modules are available to flexibly and cost-effectively illuminate unique physical IT infrastructure devices, services, and technologies and to enhance the performance of end-to-end management solutions. Fully integrated with EYE's core functionality, modules support VMware servers, Managed Hosts, VPN Gateways, Firewalls, Bladecenters, QoS, MPLS VPN, Wireless, PoE, and integrations to IBM TEC, IBM Netcool/OMNibus, Fluke NetFlow Tracker, and BMC's Remedy AR System.

Customer Benefits

- Improved profitability and productivity through deployment of distributed server-based applications, centralized content management, service oriented architectures (SOA), or virtualized environments by proactively ensuring foundational network services are always available and performing well.

- Successful deployment of bandwidth-intensive applications without incident by determining network bandwidth headroom during feasibility studies, efficiently planning deployment, verifying performance during pilots, and monitoring service levels post deployment.
- Unification of business systems, processes, and infrastructures through cohesion of disparate networks following mergers or acquisitions; by automatically assessing the assets and connectivity of each network.
- Optimization of the utilization and deployment of current IT assets and their configurations; both to forestall capital expenditure and deliver improved service levels.
- Improved productivity in the Network Operations Center (NOC) with real-time change notification and event troubleshooting to isolate root cause problems and performance anomalies most likely to degrade service response.
- Mitigating risk and ensuring compliance for corporate security or configuration management initiatives by delivering a real-time, accurate, and detailed network inventory CMDB feed into compliance or configuration management applications.
- Assuring the quality of delivered or received services of managed infrastructures through easily understandable reports of the performance, availability and resource levels detailed in service level agreements (SLA).

Key Company Milestones

1997	Entuity Ltd. established in London, UK (originally founded as Prosum Ltd.)
1999	First product released. New customers include: Morgan Stanley and Merrill Lynch.
2000	Entuity, Inc. established, co-headquartered in USA. New customers include: CSC.
2001	Service partnership begins with IBM Global Services; joint customers include CLS Bank, Deutsche Bank, and Lloyds TSB. New customers include: MetLife and Universal Studios.
2002	New customers include: Deutsche Bank, JP Morgan, Bank of America, and Bloomberg.
2003	EYE 3.0 released. IBM Autonomic Partnership achieved. New customers include: MM02, Vanguard, ABB, Magellan, NYBOT.
2004	EYE 3.5 released. Additional financial backing secured from London Merchant Security, bringing total investments to \$25 million.
2005	EYE for LINUX and EYE 4.0 released. New customers include: CSU Long Beach and CFS.
2006	EYE 4.5 and 5.0 released. Channel Partner Network – ECPNet™ launched. Editor's Choice Awards received from <i>Web Week Magazine</i> , <i>Network Week</i> , and <i>IT Week</i> . New customers include: AIG, Astra Zeneca, Perot Systems, Sony, Square D, Switch & Data.
2007	EYE 2008 released. BMC Software Partnership achieved. Entuity receives Network Project of the Year Award from <i>Network Computing</i> for its work with Royal Bank of Scotland. EYE wins American Business Awards SM Stevie [®] for Best New Product: Computer Software.

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