

Entuity® Corporate Background

Company Overview

Entuity, headquartered in London, UK and Marlborough, MA, is the leader in next-generation, value-focused network management and service delivery solutions offered at price points to match a range of business models. From large global organizations to small and medium sized businesses, Entuity offers robust, current generation solutions that reduces the expense of managing distributed infrastructures and capabilities to provide clear insight to how the network infrastructure is supporting strategic IT services delivery. Entuity solutions enable IT administrators to finally answer the question of whether their network infrastructure is supporting strategic IT services delivery and provides the advanced analytics as proof.

Entuity's award-winning flagship product – Eye of the Storm® (EYE) Enterprise is designed for managed service providers (MSPs), system integrators, outsourcers, and large federated enterprises to reduce operational and capital costs, reduce network downtime, achieve sustainability goals, commit to, deliver and prove service level commitments, ensure network configuration compliance, and optimize performance of private cloud environments. EYE's exceptional versatility allows IT organizations to realize peak efficiency from IT services while maximizing return from existing infrastructures. Entuity is the first network management solution vendor to recognize its importance and deliver a solution for Green IT creating another way to address strategic business processes, reduce costs, and reduce IT environmental impact. EYE Network Professional Edition (EYE NPE) offers a network management solution for small to medium sized organizations leveraging the enterprise-class engine of EYE Enterprise. EYE NPE equips the mid-market with network management functionalities never before available to them and at an affordable price.

Entuity is privately held and venture-funded by well-known investment companies in both the US and UK. 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 its product line.

Entuity's customers include Global 2000 companies proactively solving mission-critical business initiatives, leveraging complex and dynamic distributed network environments. They represent a number of vertical segments including financial services, government, healthcare, education, manufacturing, legal, and retail. A sampling includes: ABB, Aptina, Astra Zeneca, BMC Software, CLS Services, DIRECTV, IBM Global Services, Perot Systems, Phones 4U, The Royal Bank of Scotland, SASSA, Sony, Visteon, and WorldPay.

Solutions Overview

Network connectivity is central to the business IT services which companies constantly rely upon for a competitive edge and profitability. The network has evolved from being merely an infrastructure component to being *foundational* to mission critical processes, services and overall business success, needing to efficiently deliver not just on technological capability, but on business value.

Focused on business value, the Company's line of EYE software turns traditional approaches upside-down offering the next generation in network management. EYE provides business-centric data to companies, allowing them to either increase revenue or reduce expense to driving profitability and run their network like a business. EYE delivers clear and actionable business insight, supported by an unrivaled granularity of automatically discovered and captured network data and analytics. EYE automates network management processes, and provides integrated fault, device and flow-based performance management capabilities. 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, unique InSight Center™ business perspectives, corporate dashboards, or mash-ups.

EYE 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 EYE to provide a trusted source of network asset

information for service delivery and assurance, 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:

- **VALUE-FOCUSED NETWORK EVALUATION** – Business initiative focused dashboards such as the *Green IT Perspective*, the *Services Delivery Perspective*, and the *Network Delivery Perspective* available within the EYE's exclusive InSight Center™ compile actionable information to improve service delivery. EYE graphical dashboards deliver “at-a-glance” insight to the overall health of your network and business services, saving time, enabling faster event resolution, and improving SLA compliance.
- **INVENTORY MANAGEMENT** – Automated and continual 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 – both static and dynamic – generate 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 *Root Cause Analytics* and prioritizes these problems based on business impact.
- **PERFORMANCE REPORTING** – Provides early warning of degrading device and flow-based performance that protects users from costly business interruptions. Historical performance levels stored in EYE provide useful insight for forensics or forecasting.
- **DATA MINING & REPORTING** – Delivers a new level of openness and accessibility of 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 to independent database formats. More than 100 built-in, user-configurable reports deliver visually compelling documents enabling organizations to actively manage business assurance and to effectively communicate their role in meeting real-time business imperatives.
- **INTEGRATION** – An open 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.
- **SCALABLE FOR GROWTH** – EYE is designed to accommodate network expansion through workflow-driven Multi-Server Operation including high-availability and failover capabilities protecting mission-critical business service delivery and satisfying even the largest of enterprises. It provides an efficient, cost-effective, and configurable route to action and validation for larger network environments.
- **MODULES** – 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 core functionality, EYE modules support Green IT, VMware servers, Managed Hosts, VPN Gateways, Firewalls, BladeCenters, QoS, MPLS VPN, PoE, Wireless, and integrations to IBM TEC, IBM Netcool/OMNIBus, Fluke NetFlow Tracker, BMC Remedy AR System, BMC Event and Impact Management, and BMC Atrium CMDB.

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 network assets and connectivity.
- 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 actionable reports of the performance, availability and resource levels detailed in service level agreements (SLA).

Key Company Milestones

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| 1997 | Entuity Ltd. established in London, UK (originally founded as Prosum Ltd.). |
| 1999 | First product released. Customers include: Morgan Stanley and Merrill Lynch. |
| 2000 | Entuity, Inc. established, co-headquartered in USA. Customers include: CSC & Lloyds TSB. |
| 2001 | IBM Global Services partnership. Customers include: CLS Bank & Universal Studios. |
| 2002 | New customers include: Deutsche Bank, JP Morgan, Bank of America & Bloomberg. |
| 2003 | EYE 3.0 released. Customers include: MM02, Vanguard, ABB, Magellan & NYBOT. |
| 2004 | EYE 3.5 released. Customers include: Linklaters, MAN Financial & Halifax PLC. |
| 2005 | EYE for LINUX and EYE 4.0 released. Customers include: CSU Long Beach, CFS & RBS. |
| 2006 | EYE 4.5 and 5.0 released. ECPNet™ launched. Customers include: AIG & Perot Systems. |
| 2007 | EYE 2008 released. BMC Software partnership. EYE wins American Business Awards SM Stevie®. Customers include: Alkermes, Readers Digest, Williams Energy & Inspired Gaming. |
| 2008 | EYE 2009 released – an industry first for Green IT. <i>Network Products Guide</i> Readers Trust Award for Best Network Reporting. Customers include: DirectTV, Phones4U & Suncor. |
| 2009 | EYE NPE & EYE 2010 released. <i>Network Computing</i> Editors' Choice Award and <i>Network Products Guide's</i> Product Innovation Award. Customers include: Powercor & Worldpay. |
| 2010 | <i>Network Products Guide</i> Network Management Product of the Year Award. |

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