

# Entuity® Fact Sheet

## Founded

1997

## Headquarters

Entuity is co-headquartered in the United States and the United Kingdom.

### North American Headquarters

4 Mount Royal Avenue  
Suite 240  
Marlborough, MA 01752

Tel: +1 508 357 6346  
Fax: +1 508 357 6358

### EMEA Headquarters

9a Devonshire Square  
London  
EC2M 4YN

Tel: +44 (0)20 7444 4800  
Fax: +44 (0)20 7444 4808

## Target Markets

Entuity's target markets include small, medium, or large federated enterprises, managed service providers (MSPs), system integrators, and outsourcers in a number of vertical segments including financial services, government, healthcare, education, healthcare, manufacturing, legal, and retail.

## Solution Overview

Network connectivity is central to the business IT services 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 of the Storm® (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 that help businesses reduce network downtime, achieve sustainability goals, commit to, deliver and prove service level commitments, and optimize performance of private cloud environments. 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.

Entuity's award-winning flagship product – EYE Enterprise is designed for managed service providers (MSPs), system integrators, outsourcers, and large federated enterprises to optimally deliver IP services, manage network services and assets, meet service level commitments, and implement best practices in service delivery. 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.

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.

## Customers

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.

## Funding

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.

## Management Team

Michael Jannery – President and CEO

Ira Gerard – CFO

Peter Camber – VP, Operations

Kenneth Klapproth – VP, Marketing

Peter Licursi – VP, Sales Worldwide

John McHugh – VP, Business Development and Alliances

Lee Walker – Director of Product Development

## Employees:

Entuity employs approximately 38 people.

### Corporate Contact:

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[www.entuity.com](http://www.entuity.com)

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