

WE BELIEVE...

This is what we believed 14 years ago and the guiding principles that we use to shape our company.

- *Focus on networks but share data with other parts of the communal infrastructure*
- *Focus on enterprise class network – size and complexity needs management most*
- *Start with good data – deep, broad, timely – Data is the source of value*
- *One product encompassing multiple functions – One data store*
- *Value forward: Distill data into potent insight and actionable visualizations*
- *Reduce the effort needed to understand and manage - Automate functions wherever possible*
- *Connect the technology to the business in a meaningful way*
- *Be easy to do business with – by both customers and partners*

Solutions for Experts and Novices Alike

Entuity was founded in 1997 based on the premise that it should be possible to develop a network management system that didn't require three weeks and a team of vendor consultants to install and configure it. And it shouldn't require an internal IT team of doctoral candidates to operate and maintain it. The system would comprise the key functional capabilities necessary to pinpoint problems quickly and efficiently. It would also be necessary to enable its users to report their operational successes without an up-front technical tutorial and dictionary of acronyms and metrics for senior management to first learn.

The Entuity Difference

And this solution would come from a vendor who is transparent, accommodating, flexible, and extremely easy to work with. In other words, Entuity's goal was to provide a network management solution unlike anything offered at the time by the large 'framework' vendors.

It would help users, through the latest automation and integration techniques, to discover an accurate inventory of the devices they had on their network, how they were truly connected, their status – both real-time and in-depth, and how well the overall network was performing. All this information would be stored in a single place, because there is true value in integrating this information. For example, performance can be affected by faults and faults can be caused by changes in inventory. If this information is seamlessly integrated in a single place, it can be correlated and displayed back to the user in a sensible, valuable and easily digestible manner. No more "swivel chair management" looking to one screen for one thing, another screen for another. And no more analysis and correlation taking place in the network admin's head.

And that's exactly what we developed.

Integrated - Automated - Targeted

Entuity's network management offering is not a collection of open source software programs or shareware, or a collection of single-function low end management tools residing on the same server, having nothing in common other than their co-location.

Entuity's solution is a tightly-integrated network management 'suite'. Users avoid the evils of heavy, burdensome, crushingly-complex frameworks – overkill for most corporate networks, while also avoiding the job of becoming the corporate in-house systems integrator building their own pseudo-complete system from tactical tools that likely won't scale to most corporate networks either.

Entuity's network management solution is easy to operate and maintain, yet provides enterprise class scalability and functionality in order to keep a serious network running at peak efficiency.

Our Customers and Partners are Our Proof

Over the last 14 years, Entuity has been repeatedly judged to have done just that successfully by customers and the industry.



We don't want to dominate the world. We don't want to create a 'complete' infrastructure management solution managing everything from printers to storage to systems to applications to databases to alarm systems to security systems, etc. We just want to produce the best damn network management system in the Solar System.

And we constantly strive to be the best company to work with: to our customers, to our resellers, and to our partners. We are committed to be more responsive to our customers than any other vendor in the industry. Where most vendors take weeks or months to add deep support for the ever-evolving set of network devices released each week, we will add support within hours or days. We will be true comrades for our resellers and MSPs, with resources, training, sales support, and funding. And we continue to refine our processes and product architecture to be the easiest, most flexible integration point for our partners (yes, even including those framework vendors). The data gathered by our system is not ours – it is our customers'. We believe we are the most open solution in the market, extending access to every byte of data gathered by our system, so that our customers can do whatever they want with it.

Entuity's management solution is still unlike anything offered in the industry today.

Staying Focused as We Grow

Privately funded, co-headquartered in London and the suburbs of Boston, growing and healthy, Entuity is managed by a team with more than 150 years of experience growing successful high technology companies.

During this latest economic downturn, Entuity has increased its workforce by 15%, while others are reducing theirs.

Three of the infrastructure management industry's "big five" rely on Entuity's technology: IBM Services uses our software. BMC resells it. And it is the only *validated* network management solution for Oracle Enterprise Manager.

If you are using a network management system that works less for you than you do for it, perhaps it's time to take a look at Entuity. You, and your user community, will be glad you did.

- **Quote, attributed to Jim Frey, Managing Research Director - Network Management, Enterprise Management Associates**

"Entuity continues to impress with its focus on continuous improvement in core features and capabilities of the EYE platform while also adding support for new technologies."



North American Headquarters

4 Mount Royal Avenue
Marlborough, MA 01752 USA
T: +1 508 357 6344
F: +1 508 357 6358

EMEA Headquarters

9a Devonshire Square
London, EC2M 4YN UK
T: +44 (0)20 7444 4800
F: +44 (0)20 7444 4808