



World Headquarters

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THE AMERICAN
BUSINESS AWARDS™
2008 Finalist

Offices

Boston, New York, and Tel Aviv

Year Founded

Series A funding, 2005; Over 150-man years of development; DEMO 08 alumni



Company Overview

Aternity, an Intel Capital portfolio company, redefines end user experience management by providing the industry's first frontline performance intelligence platform designed to dramatically reduce business disruptions and significantly increase end user productivity. With Aternity, Global 1000 enterprises benefit from a 360 degree view of frontline user experience, self-learning, preemptive problem detection, and right-time decision support. Aternity achieves this by uniquely transforming every desktop – real or virtual – into a self-monitoring platform that is user-experience aware. With more than 100 years of combined experience, the Aternity management team consists of business visionaries, serial entrepreneurs, technology leaders, and strategic thinkers from InterSystems Corp., Precise Software and HP/Mercury. In addition to Intel Capital, investors in Aternity are Vertex Venture Capital, Genesis Partners, and Clal Industries and Investments LTD.

Mission Statement

Aternity's mission is to monitor and transform end user experience metrics into actionable business intelligence to ultimately eliminate the visibility gap between IT and business performance. Aternity achieves this by arming both IT and business executives with accurate and precise intelligence on real end user experiences and their impact on business.

Problem

More than ever, business performance is directly linked to the performance of mission critical applications, and enterprises spend billions of dollars each year on the applications and IT infrastructure needed to support and improve frontline performance. Despite this considerable investment, there has been no effective way to accurately measure frontline performance and thereby preemptively detect and dynamically isolate system, application and productivity problems on the frontline. In addition, it has been virtually impossible to correlate these performance problems with business disruptions, and therefore no intelligence exists on the real end user impact of IT on business. In fact, Forrester research reveals that a staggering 74% of end user problems are not detected by current IT infrastructure, while recent industry studies find that 80% of IT support budgets are spent on identifying and resolving frontline problems.

Solution

Aternity turns every PC into a self-monitoring platform that is end user experience aware, arming enterprises with comprehensive frontline performance intelligence, and the ability to automatically detect, isolate and pinpoint probable causes of end user problems. In addition, by going well beyond *monitoring* the overall health of end user workstations and business critical applications, to *understanding* the productivity of people and organizations on the frontline, the Aternity platform empowers business

and IT executives with precise information describing how frontline users' experiences impact business results, providing a path to constant business improvement.

The Aternity Advantage The Aternity platform's unique fusion of comprehensive performance awareness, real-time analytics and preemptive problem detection, eliminates the visibility gap between IT management awareness and business performance impact.

For the first time, Aternity arms IT and business executives with the performance intelligence that closes the visibility gap between the frontline, IT operations, and lines of business, enabling enterprises to dramatically reduce the cost of resolving end user performance problems and increase the productivity on the frontline.

Key Benefits

360° View: End User Experience

Complete visibility into how users consume IT services – analysis, correlation of real/virtual desktop performance, app usage, and end-to-end response times; optimization of IT infrastructure/software licensing costs, increased productivity

Self-Learning, Preemptive Problem Detection

Predictive statistical modeling automatically generates performance baselines, rapidly identifies impacted users, and accurately pinpoints probable cause(s); dramatically reduces business and user disruptions/Mean Time to Repair (MTTR)

Right-Time Decision Support and Analytics

Arms IT/business execs, support/developers with empirical evidence linking frontline application performance/usage to business results; analyzes, correlates, transforms data into actionable business intelligence; supports effective business/IT decisions

Dynamic Visualization, Rapid Integration

Drill-down usage/trend analysis, dynamic dashboards, productivity/application usage reports; LDAP, SNMP, SMTP, Dashboards, and Trouble Ticket integration; drives ultimate visualization of end-user experience, full realization of ROI from enterprise applications

Strategic Partners



Executive Team

Trevor Matz – President and CEO
Eden Shochat – Vice President, Strategic Planning & CTO (Co-Founder)
Nir Tzur – Vice President, R&D
Raviv Chalamish – Vice President, Technical Services
Donna Parent – Vice President, Marketing
Jeanne O'Byrne – Vice President, Operations

