

**WHAT DOES ATERNITY DO?**

Aternity 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. Aternity provides a path to constant improvement for IT and business executives by reducing business disruption and increasing user productivity.

**WHAT IS THE NAME OF YOUR PRODUCT(S)?**

Aternity offers the Aternity Frontline Performance Intelligence Platform.

**WHAT KEY BENEFITS DOES IT PROVIDE?**

- **360° View: Frontline 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

**WHAT IS THE PRICING/AVAILABILITY?**

The Aternity Frontline Performance Intelligence Platform is available now directly from Aternity. Licensing costs start at \$75,000.

**HOW LONG HAS ATERNITY BEEN IN EXISTENCE?**

The technology has been in R&D since the end of 2004. Aternity raised its first round of funding in 2005 and is formally unveiling its platform at DEMO in January, 2008.

**WHO ARE YOUR CUSTOMERS AND HOW MANY CUSTOMERS DO YOU HAVE?**

Leading Global 1000 enterprises in financial services, healthcare, high-tech, and manufacturing are currently deploying Aternity's FPI Platform to bridge the visibility gap between frontline users experience and IT/Line of Business (LOB).

**HOW MANY EMPLOYEES DOES ATERNITY HAVE?**

Aternity has approximately 50 full-time employees split between its headquarters just outside of Boston - MA, USA and the company's R&D facilities in Israel.

## **WHO ARE ATERNITY'S TARGET CUSTOMERS?**

Global 1000 Enterprises in Financial Services, Healthcare, Hi-Tech, Retail, Manufacturing, Transportation, and Telecommunications.

Any enterprise interested in dramatically reducing business disruption and increasing user productivity needs to understand how IT services are consumed by end users, and how end user experience impacts business results.

## **WHAT IS THE SIZE OF YOUR MARKET?**

Gartner Dataquest predicts that between 2005 and 2011 IT spending on availability and performance tools, including those for end user experience monitoring and management, will rise by more than 45 percent, ultimately sizing the total market opportunity at more than \$3.5 Billion USD. In addition, according to Jean-Pierre Garbani of Forrester Research, there are more than 30,000 enterprises that have more than 100 servers today – and 40 percent of these enterprises are potential targets for deploying end user experience monitoring solutions.

## **WHO IS ATERNITY'S PRIMARY COMPETITION?**

Other companies that compete in offering performance monitoring software include BMC, HP and EdgeSight. Aternity is unique because our platform empowers *every* work station to become a self monitoring platform that is user-aware; arming IT and business executives with empirical evidence on how usage and performance impacts business. We are redefining end user management.

## **WHO ARE YOUR PARTNERS?**

We have world-class partners such as Intel and Oracle, as well as numerous integration partners.

## **IS ATERNITY PROFITABLE, WHAT ARE THE COMPANY'S REVENUES?**

As a private company, we do not disclose our financials. Our customer base and revenues are growing, and we are consistently exceeding the expectations of our investors month-after-month, quarter-after-quarter.

## **HOW IS ATERNITY FUNDED?**

Aternity is VC funded.

## **WHO ARE ATERNITY'S INVESTORS?**

Intel Capital, Vertex Venture Capital, Genesis Partners, and Clal Industries and Investments LTD.

## **HOW MUCH FUNDING HAS ATERNITY RAISED?**

The company secured Series A funding in 2005 totaling \$7.5M. A Series B round of \$6.5M was closed in April 2007.

## **DO YOU PLAN ON AN IPO OR TO BE ACQUIRED?**

We're in an extremely hot market and there's certainly the opportunity to IPO. However, for now, we are deeply focused on building and growing a very successful independent business.

## **WHO ARE ATERNITY'S KEY EXECUTIVES?**

Trevor Matz – President & 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