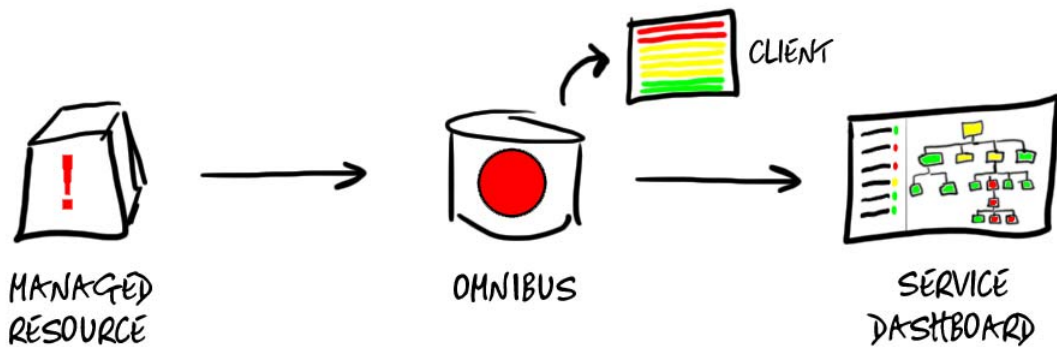


Service Visualizations: Event Indicators in Context

The phrase "a picture is worth a thousand words" rings true to organizations with complex monitored environments. A well-designed graphical display can communicate crucial information about mission critical services in an instant that could otherwise take even experienced personnel more time to decipher when viewing raw data. Customized visualizations enable technical personnel, managers and executives to visualize the health of critical business services through tiered dashboards with drill-down capabilities.

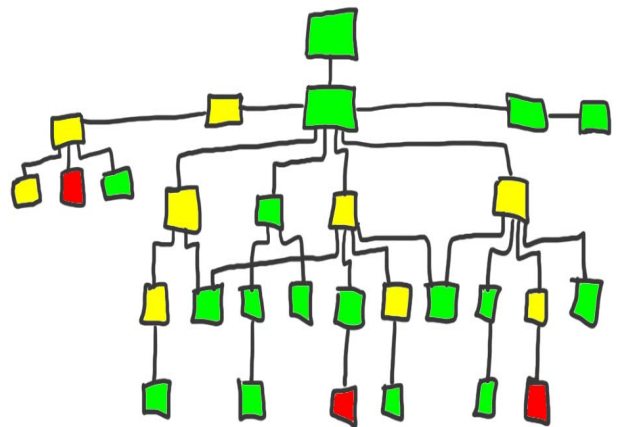
Whether deploying dashboards with simple technology based silos that indicate overall status or number of events, or more complicated multi-layered User Defined Operational Pictures (UDOPs) that provide Situational Awareness with user-contextual safeguards across secure boundaries, Softential has consistently delivered visualizations that are both creative and functional for over 10 years .



Dashboards can be designed to a variety of graphical specification to meet an organization's needs. In general any Softential visualization must meet the following criteria:

- Consolidated views
- Rapid display of real time events
- Clean simple navigation
- Clear labeling of service, technology, or grouping
- Minimum number of mouse clicks to reach details
- Transparent integration with event sources

By deploying best-in-breed components of the IBM Tivoli software suite Softential is able to deploy dashboards that meet all of the basic requirements and are flexible and scalable enough to cope with unique requirements that customers demand.



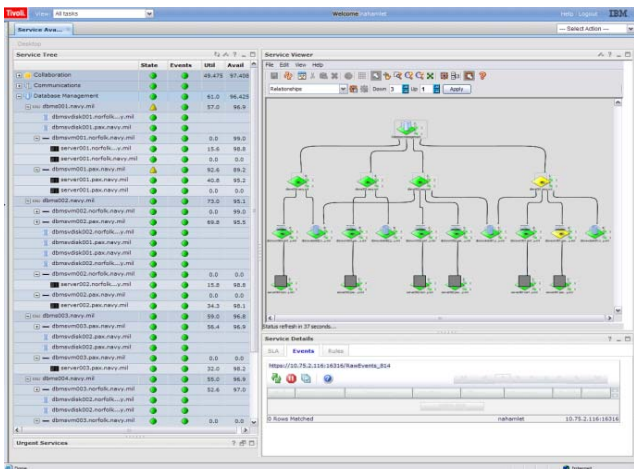
Service Visualizations: Event Indicators in Context

Softential generally recommends the creation and deployment of three visualization tiers, targeted at different user levels.

Executive: Visualizations at this level are designed to provide high-level management personnel a 'single pane of glass' view that demonstrates the overall status of the organization. Service Level Agreement status indicators and dependencies between Services are typically displayed here.

Operational: Managers and engineers responsible for individual systems, technologies or groups view this level during the trouble resolution process. Detailed, enriched information about root cause elements and topology maps are available at this level.

Management: Access to overall status of a single system's services and one-click drill down to the Operational level. Dashboards at this level are the 'at a glance' views that keep managers informed of the overall status of the resources that they are most concerned with.

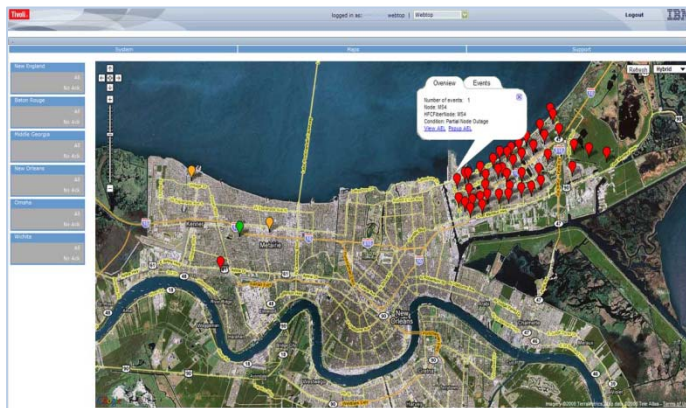


IBM was selected a "Leader" in Forrester's 2007 Business Service Management Wave report. IBM was also selected a "Leader" by Gartner in their 2006 Event Correlation and Analysis Magic Quadrant for "Completeness of Vision" and "Ability to Execute," and continue to build on those awards.

IBM business service management solutions monitor the service infrastructure across both legacy and next-generation environments and technologies. These include SOA, Internet, client-server, custom applications, distributed, mainframe and midrange systems, layer 1 through layer 3 networks and protocols, voice and video, storage area networks (SANs) and security components.

Softential has a documented history of expanding the features of IBM Tivoli products beyond their already rich out of the box capabilities. Whether creating stand-alone products such as Softential WebAdmin to manage large Netcool environments in an automated fashion, or integrating Google Maps with Tivoli to provide real time geographical maps with alert indicators and drill down options in Softential OpsAssure, we have consistently pushed the boundaries of customization and intelligent leveraging.

This ability to utilize products not only to their strengths, but to develop and support customizations positions Softential uniquely for realizing Return on Investment for products such as Business Service Manager (TBSM) and other visualization applications.



We **partner** with customers and prime integrators throughout engagements, **architect** best-of-breed turnkey solutions during the initial phase, **deploy** using best-in-class products based on a flexible cost pricing model and **maintain and enhance accounts over time** by providing superior care.

Tivoli/Netcool partners since 2000

Headquartered in Herndon, VA (DC Metro)
Offices in New York City
Philadelphia PA
Atlanta GA
Greenville, SC

40+ US-based engineers and consultants

Proven architect and delivery teams

Business Service Management and
IT Infrastructure Management solution experts,
with 155+ deployments

Unparalleled Tivoli Product knowledge

Premiere AAA Accredited IBM partner

Authorized IBM Support Partner : Tier 1 and Tier 2

24x7 Helpdesk with Tier 1 and Tier 2 support

Over 55 current Netcool customers

Depth of expertise

Breadth of experience

Critical Mass of resources

Ability to scale for projects

Responsiveness and sense of urgency

GSA Contract

GS-35F-0202V

CAGE CODE

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SIC Codes

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7376, 7379

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NAICS Codes

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541513, 541519

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