

IT infrastructures have radically changed in just the last few years due to cloud computing, storage and compute virtualization and a fundamental shift in the way organizations use technology to drive business growth and competitive advantage. Unfortunately, many organizations suffer due to a lack of clarity and certainty pertaining to how their technology investments are impacting the business and their customers. The implications of this situation ripple across the business, chief among which are:

- IT is forced into a reactionary posture at a time when outages have a greater impact on the business in terms of lost revenue, productivity and risk than ever before.
- Budgets are not aligned with business growth, causing over- or under-investment in resources that result in missed opportunities for cost savings or lost revenue when capacity cannot support successful business ventures.
- Low organizational credibility brings unnecessary challenges and obstacles to every IT project and budget request.

Clearly, IT needs the ability to map and better align technology to the business and customer experiences.

FireScope Unify is the recognized leader in helping organizations - in just a matter of days - transform the way they manage IT operations. The solution takes a top-down approach that starts with the business services that IT delivers, and analyzes performance and availability of technology assets in the context of how they impact service delivery and user experiences. While traditional solutions notify you that a web server is no longer available, FireScope goes further by communicating which services have been impacted by the failure, what the financial cost of the outage is, and that the source of the problem is a failed port at the switch.

BUSINESS SERVICES

USER-EXPERIENCE
CLOUD
APPLICATIONS
DATABASES
OPERATING SYSTEMS
VIRTUALIZATION
STORAGE
HARDWARE
NETWORK
ENVIRONMENTALS



Business Value:

- Consolidate the data and interfaces of your existing point solutions and technology elements into a single, customizable web portal and dashboard.
- Correlate technology metrics with business metrics to manage the business outcome of IT, including SLA's based on technology and business metrics
- Link events and metrics to their financial impact for improved communication with Line of Business (LoB) leaders.
- Realize a Service-level view of your infrastructure, not just a collection of disparate systems and the layers that make them up.
- Migrate to proactive IT and realize new efficiencies while containing costs.
- Simplify strategic and capacity planning by centralizing all IT reporting into a single, easy to use interface.



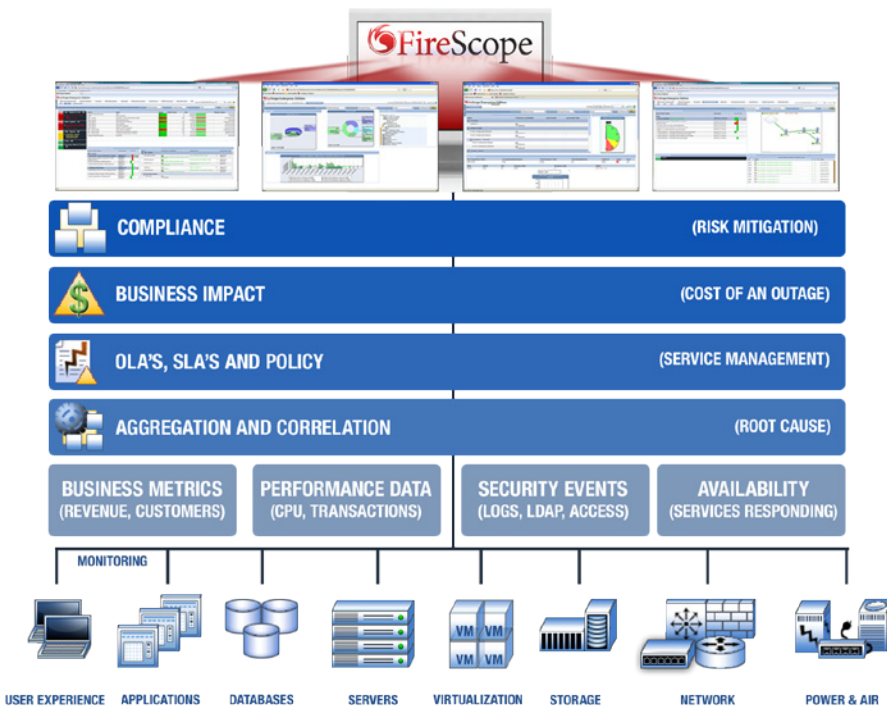
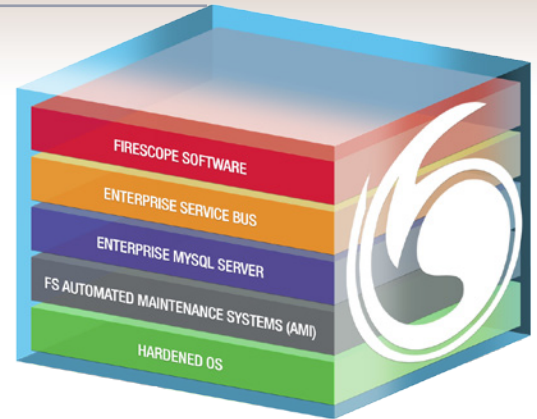
"Suncorp now manages its entire GuideWire Claim environment - including storage, servers and applications - using FireScope. This approach gives Suncorp a 'Business Services View', which is a single view of all performance metrics and issues that provides it with a clear management advantage."

- Jeff Smith, CEO Suncorp Business Services



Single, Complete Solution

- **Complete Solution in a Box** - FireScope Unify is shipped as a physical appliance, with the complete software stack pre-installed and ready to go. Deployment is as easy as starting the appliance, with no need to purchase additional hardware or software licenses.
- **Powerful Monitoring and Data Collection** - Over 20+ monitoring protocols and data collection methods enable FireScope Unify to tap into business applications and monitor the underlying infrastructure to provide early warning of health and performance issues, correlated with the business metrics they impact.
- **Multi-site Aggregation** - Child appliances at each of your geographically dispersed locations push data and events to a corporate master for a truly global view of IT operations.
- **Enterprise Service Bus (ESB)** - Utilize data from your existing monitoring and management solutions, custom applications and more without the need to write scripts or hire expensive consultants.
- **Service perspective** - Every event and asset is aligned by the service, application or business process they impact, enabling IT operators and leaders to focus on what delivers the most value to the business.
- **Business impact analysis** - When multiple incidents occur at once, FireScope Unify's business impact analysis puts the event in financial terms based on lost revenue or productivity, thereby helping operators understand which events take priority.
- **Dashboards and Analytics** - In addition to user customizable dashboards, FireScope Unify includes an inline analytics feature that delivers actionable intelligence with just a few clicks of the mouse.
- **Ease of use and customization** - Whereas traditional approaches require an army of consultants and programmers for a typical deployment, FireScope Unify is designed to empower the user with interactive wizards, inline help and intuitive forms to make even the most complex task easy.
- **Easy to Maintain** - FireScope Unify was designed to ease the burden on IT professionals. To this end, most of the routine maintenance of the solution, such as backups, updates and system maintenance are fully automated. This means that FireScope customers don't have to dedicate staff just to maintain the solution.



Features at a Glance

- Aggregate metrics and event data from virtually any point solution, server, networked-device or proprietary application.
- Extremely flexible rules and correlation engine.
- Support for CoBIT, ITIL and other IT best-practice frameworks.
- Real-time, AJAX-powered user-interface.
- Customizable portals and dashboards.
- Google Map integration.
- Extensible report engine with Real-Time results.
- Seamless integration of 3rd party applications, including built-in Single Sign-on and Web Single Sign-on support.
- Extensive collection of collaboration tools including shared calendars, wikis, blogs, shared bookmarks, rss-feeds and web forums.
- Support for 11 languages – English, German, Portugese, Chinese, Japanese, Spanish, French, Italian, Russian, Arabic, Dutch.
- Rapid deployment and return on investment.

Getting Started

Businesses world-wide have embraced FireScope Unify to help them realize a comprehensive strategy for IT Operations. Regardless of the size of your infrastructure, how geographically spread out your offices or what your business priorities are, FireScope can revolutionize how you conduct IT Operations. To get started with FireScope, visit our website at <http://www.firescope.com> or call 877.780.FIRE (3473)