



PRESS RELEASE

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## **For Immediate Release**

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## **Entuity Receives Network Products Guide 2010 Product Innovation Award**

*Eye of the Storm 2010 Selected A Winner In Network Management Category*

**Marlborough, MA and London, UK – March 1, 2010**

### **News Facts**

- [Entuity®](#) announced today that [Network Products Guide](#); the industry's leading information technology research and advisory guide has named [Eye of the Storm®](#) 2010, a winner of the 2010 Product Innovation Awards. This annually venerated award recognizes and honors vendors, large and small, from all over the world with innovative and groundbreaking products that are bringing essential and incremental changes and are setting the bar higher for others in all areas of information technology.
- Eye of the Storm (EYE) 2010's extraordinary new [EYE InSight Center™](#) transforms network management by turning network data into valuable business operational information allowing IT to now manage the network as a business. IT managers can monitor network performance by the services being delivered---clearly reflecting how the network is delivering business critical applications to its end-users.
- The new EYE InSight Center provides at-a-glance Network Delivery and Service Delivery Summaries to show services, applications, servers and infrastructure devices' reachability, outages, with additional drill down capabilities providing detailed reports. This emphasis of placing end-user services network performance at the forefront helps IT organizations better manage their network for optimum business value. To read more about this product innovation, please visit <http://www.networkproductsguide.com>.

### **Supporting Quotes**

- **Quote, attributed to Rake Narang, editor-in-chief, Network Products Guide**  
"Innovation is not just about new products alone, to succeed, companies need to see innovation not as a onetime errand but as something that has to be continuously evolved and improved upon over and over again. This requires putting greater focus on customer needs and making innovation the center of company's way of developing better solutions. Innovative products such as Entuity's Eye of the Storm bring improvements in how companies today must manage their networks for better

performance, better IT resource utilization, and to seamlessly integrate with the business goals of the company.”

- **Quote, attributed to Kenneth Klapproth, vice president marketing, Entuity**  
“Network Products Guide’s recognition of Eye of the Storm 2010 is testament to our ongoing commitment to provide our customers innovative solutions to their contemporary business challenges. EYE 2010 offers a new generation of network management with business oriented Perspectives in our InSight Center relating explicit business value for sustainability, Green IT, service delivery, and cost savings initiatives. Product innovation is fundamental to Entuity’s continued success and we appreciate this industry-related acknowledgement.”

### **Multimedia Elements**

- [View EYE 2010 Introductory Video](#)
- [Download EYE 2010 Content Summary](#)
- [Download Entuity Logo](#)
- [Download Network Products Guide Logo](#)

### **About Network Products Guide Awards**

As industry’s leading technology research and advisory guide, Network Products Guide from Silicon Valley plays a vital role in keeping decision makers and end-users informed of the choices they can make in all areas of information technology. You will discover a wealth of information and tools in this guide including the best products and services, roadmaps, industry directions, technology advancements and independent product evaluations that facilitate in making the most pertinent technology decisions impacting business and personal goals. The guide follows conscientious research methodologies developed and enhanced by industry experts. To learn more, visit [www.networkproductsguide.com](http://www.networkproductsguide.com).

### **About Entuity**

Entuity is a leading provider of network management and service delivery solutions at price points to match a range of business models. The Company’s line of Eye of the Storm (EYE) software automatically discovers and captures unrivalled network data and analytics, and provides integrated fault, device and flow-based performance management capabilities that help businesses reduce network downtime, lower operational and capital costs, achieve sustainability goals, commit to, deliver and prove service level commitments, and ensure network configuration compliance.

Winner of numerous industry and business awards, EYE has been praised for its fast deployment, ease of use, and low cost of ownership. Entuity customers include enterprises, SIs, and MSPs such as ABB, Aptina, Astra Zeneca, BMC Software, CLS Services, DIRECTV, Deutsche Bank, IBM Global Services, Perot Systems, Phones 4U, The Royal Bank of Scotland, SASSA, Sony, Visteon, and WorldPay. For more information on Entuity, please visit [www.entuity.com](http://www.entuity.com) or call +1.508.357.6346 (North America) or +44 (0) 20 7444 4800 (Europe).

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