

eG Innovations Accelerates Worldwide Growth

Customer Wins in Ten Countries



Rapid Growth

eG Innovations, the leading provider of real-time performance monitoring and proactive triage solutions for IT infrastructures announced that it has achieved significant growth in the first half of 2005. Revenues grew four fold over the same period last year, and the company secured new orders across the world.

"We had customer successes in ten countries worldwide. Order growth was seen both in our operations in the Americas and in Asia, with several new customers being added in verticals such as banking, healthcare, telecom, and government. The unique easy evaluation model we pioneered in 2004 has provided us extensive reach into several new markets", said Srinivas Ramanathan, CEO of eG Innovations.

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Easy Evaluation Model

Around the middle of 2004, eG Innovations started offering a unique and hassle-free option for customers to try out its products. "We found that the traditional approach of shipping product CDs to customers for evaluations did not work too well", said Tim Clark, Vice President of Sales for eG Innovations.

"Customers just did not have the time to download the software, acquire a server, and go through a two hour installation process. The new easy evaluation model has made it so much easier for customers to check out the capabilities of our product suite - they can call one of our offices and have one of our engineers show them how to install the agent software in less than 2mins on the servers they want to monitor. The entire setup process takes less than 15 mins, and customers can see in real-time what the eG suite can diagnose about their environment. This easy evaluation model has been very popular - we have had hundreds of evaluation downloads since we went live with this model. Moreover, with this model in place, we are able to demonstrate our products over the Internet to customers in remote locations", he continued.

Leveraging Unique Capabilities of the eG Suite

The eG easy evaluation model exploits many of the unique capabilities of the eG suite. The agent/manager communication is based on web protocols (HTTP and HTTPS), which means that customers do not need to do explicit configuration of their corporate firewalls in order to use the eG suite. A 100% web-based interface ensures that they can also login and view performance reports of their infrastructure from anywhere, at anytime. The capability of the product suite to offer personalized views ensures that multiple distinct customer environments can be managed from a single, central location, without compromising on the privacy of the performance data collected from each location.

Through the easy evaluation eG Innovations has had customer wins in Countries such as Canada, Bermuda, Britain, Norway, Philippines, Malaysia, and Brazil, where eG Innovations does not have a direct physical presence. The company is also using this model to effectively support its partners in the different regions - Portage Software in Canada, Itex in UK, ThinTech in Norway, Sun in Asia, and ISPM in Brazil.

Revenues from support and services also grew multi-fold. "Over 90% of current customers have been renewing their annual software maintenance contracts with us. We also saw a significant growth in repeat orders from existing customers. This is testimony to the quality of our product offerings and the capabilities of our technical support consultants. We strive to make every customer engagement referenceable, whether this is before a sale or after a sale and our continued success with existing customers validates the progress we have made in this area", said Srinivas Ramanathan.

About eG Innovations

eG Innovations is a leading provider of enterprise-class monitoring and management solutions for IT infrastructure. The company's 100% web-based monitoring solutions are especially suited for mission-critical infrastructures, where proactive monitoring, rapid diagnosis, and instant recovery are critical. Customers worldwide use the eG solutions to improve the quality of their services thereby enhancing their competitive positioning, lower their operational costs, and optimize the usage of their infrastructures. eG Innovations is headquartered in Singapore with offices in the USA and India.

To find out more about eG's product and services or to schedule an easy evaluation of eG Innovations' products:

- For enquiries, please email : sales@eginnovations.com
- For more information, please visit online at <http://www.eginnovations.com>