

FOR IMMEDIATE RELEASE

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**ACCELOPS AND ENTERPRISE MANAGEMENT ASSOCIATES TO HOST WEBINAR ON  
THE FAST PATH TO IT SERVICE MANAGEMENT FOR MID-TIER ORGANIZATIONS;  
BEYOND THE MYTHS FOR WHAT REALLY WORKS**

**An Informative Seminar that Presents the Challenges, Realities, Advantages of  
Mid-Tier Enterprises Seeking to Improve IT Service Reliability**

**SANTA CLARA, CALIF. – July 15, 2009** – [AccelOps](#), IT service management innovator, and leading IT management research firm [Enterprise Management Associates](#) will host a webinar on the topic of datacenter and IT service management for the mid-tier enterprises. The online seminar, presented by Dennis Drogseth, vice president at EMA, will examine the myths, opportunities, best practices and enabling technologies for mid-tier organizations to mature IT service management capabilities and cost-effectively enhance service reliability. Mid-tier enterprises and the media are encouraged to register for the July 21<sup>st</sup> (11am PDT) webinar at <http://www.accelops.net/news/events.html>.

Mid-tier enterprises face similar service delivery challenges as larger enterprises, but they must contend with dramatically greater operational constraints. These IT organizations often cringe when confronted with grandiose notions about mapping out key business processes or embarking on other longer-term initiatives, especially when the task at hand seems more akin to putting out fires and keeping afloat with less.

Now more than ever, IT organizations must be able to optimize IT service processes, organizations, and technology. Research will show how mid-tier enterprises actually have the budget, means and an implementation advantage to advance service-oriented capabilities and achieve improved service reliability results – dispelling myths of lack of resources, interest, affordable technologies, process discipline and realizing immediate results.

If you are a mid-tier enterprise that wants to learn the value, realities, and considerations for IT service management, this is a can't-miss event. This webinar will provide a pragmatic approach with clear takeaways on IT service management from a mid-tier enterprise perspective – relaying best practices and reviewing supporting technologies with a keen eye for the straightest path to service reliability, operational efficiency and effective ROI.

Join Dennis Drogseth, vice present at Enterprise Management Associates, and Scott Gordon, vice president with AccelOps, as they explore:

- Challenges, impact and justification drivers
- Pertinent terminology, myths and factoids
- Core processes and common missteps
- Functional requirements and toolsets
- Automating operational oversight and service intelligence
- Realizing and measuring IT service management value

### **Registration and Materials**

The webinar is open to CIOs, CTOs, IS and datacenter directors and IT staff who are responsible for assuring, delivering and improving IT services. Industry analysts and media are invited to attend. Additional materials including a whitepaper that examines IT service management for mid-tier organizations will also be made available to registrants. The webinar takes place on:

**July 21, 2009 at 11 am Pacific / 2 pm Eastern / 7:00 pm GMT Daylight Time.**

**To register, please visit <http://www.accelops.net/news/events.html>.**

### **About Enterprise Management Associates**

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst and consulting firm dedicated to the IT management market. The firm provides IT vendors and enterprise IT professionals with objective insight into the real-world business value of long-established and emerging technologies, ranging from security, storage and IT Service Management (ITSM) to the Configuration Management Database (CMDB), virtualization and service-oriented architecture (SOA). Even with its rapid growth, EMA has never lost sight of the client, and continues to offer personalized support and convenient access to its analysts. For more information on the firm's IT Management Research Library, free online IT Management Solutions Center and IT consulting offerings, visit [www.enterprisemanagement.com](http://www.enterprisemanagement.com).

### **About AccelOps, How IT Accelerates Business**

AccelOps provides innovative datacenter and IT service management software delivered as a virtual appliance or SaaS. Our all-in-one solution assures greater service reliability by empowering organizations to readily monitor and improve service availability, performance, security and governance objectives. The integrated approach aggregates, cross-correlates and manages diverse operational data to yield unprecedented enterprise visibility, service intelligence, operational efficiencies and resource savings. The Silicon Valley-based company is privately held, venture-backed and led by experienced technology executives who created the popular Cisco MARS security appliance. Do more, control more and save more by visiting [www.accelops.net](http://www.accelops.net).

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