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## STRATEGIES

# AccelOps solves problems by looking at whole data center

**THE BUSINESS:** AccelOps Inc. has designed software that monitors the data center and enables IT staff to be more efficient and service-oriented. The company offers software-as-a-service in which the customers buy a subscription for integrated data center monitoring while AccelOps hosts the data and software application. Instead of looking at individual problems associated with the network, servers and applications, IT managers can understand holistically using AccelOps' tool how the components relate and take more direct action to maintain data center reliability and resolve issues faster.

**CUSTOMERS:** AccelOps serves a range of industries, including government, health care, service providers and enterprises. Among its customers are the Port Authority of San Diego and American Systems.

**LONG-TERM GOAL:** To become a top player in the IT management market, in particular to be recognized in the European and Asian markets. The company recently opened an office in Shanghai supporting its R&D efforts to help achieve that goal.

**BIGGEST COMPETITORS:** AccelOps is going after a market that it says is underserved — the mid-tier enterprise market, Fortune 500 and below. Big players in the industry such as IBM Corp. and Hewlett-Packard Co. target the Fortune 500. The systems these big players provide are expensive and cumbersome, said AccelOps CEO Imin Lee, making them challenging for the mid-tier market to use. AccelOps provides a better price-to-value systems, she said.

VICKI THOMPSON

**MID-TIER NICHE:** CEO Imin Lee says AccelOps is targeting data center customers that don't want to pay for the solutions that big players like Hewlett-Packard and IBM provide for Fortune 500 businesses.

**HOW WILL THE BUSINESS CHANGE IN FIVE YEARS:** As people grow to expect that they can go to a piece of data anywhere, any time, reliability becomes an increasingly important issue. One highly publicized example of this is when Google Inc.'s Gmail went down for the first time. Businesses will have to adapt to meet this new expectation, and this is where Lee said AccelOps comes in.

**TOUGHEST BUSINESS DECISION:** When a company grows to a new level, new challenges are placed on employees, and not all can grow to meet the new demands. It is very difficult to know how to handle such a situation, said Lee, and it can be very painful.

**LIKE LEAST ABOUT THE BUSINESS:** A start-up is always a tough business. It takes a lot of energy to build a successful company — there are a lot of work hours and little sleep. But it's just part of the challenge, Lee said.

**ONE THING THAT MIGHT SURPRISE PEOPLE ABOUT THE CEO:** As an Asian woman, Lee said, she sometimes surprises people who have preconceived notions about what a successful executive should look like. She believes that because she may not be immediately credible, she needs to put in a lot more effort to show she can do the work.

**HOW THE COMPANY GOT ITS NAME:** AccelOps helps IT people accelerate their business and manage their operations better.

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