

PreAlert Partners With DNA to Distribute Its Predictive Analytics for IT Operations in Australia

FRAMINGHAM, Mass. – Sept. 16, 2013 – [PreAlert](#), the first company to provide 100 percent self-learning [predictive analytics solutions](#) to address the volumes of data generated by today’s IT systems, today announced a partnership with DNA, a leading distributor of IT and network infrastructure and security solutions in Australia. DNA will distribute PreAlert’s [Anomaly Detective](#) for Splunk Enterprise environments to resellers and customers across Australia. Anomaly Detective uses machine intelligence assistance to locate problematic behavior changes hidden in huge volumes of operations data.

“PreAlert’s predictive analytics technology perfectly complements the Splunk Enterprise solution, which provides a huge opportunity for us,” said Munsoor Khan, managing director at DNA. “PreAlert’s self-learning capability allows customers to more effectively analyze their rapidly growing volume of machine data. It’s almost impossible to locate problems using human intelligence alone. PreAlert’s ability to learn normal behavior and then detect anomalies is going to be a game changer for many organizations.”

“As Splunk’s Asia Pacific Distributor of the Year for three of the past four years, DNA is the ideal partner for our expansion into the Australia market,” said Karl Renneker, manager, Channel Development at PreAlert. “We look forward to leveraging DNA’s extensive experience with Splunk and its proven ability to launch new brands in this market.”

[Anomaly Detective](#) is easily downloadable software that installs in minutes as a tightly integrated application for Splunk Enterprise. Anomaly Detective is 100 percent self-learning and requires minimal configuration. It identifies developing issues and provides detailed diagnostic data that enables IT experts to avoid problems or diagnose them as much as 90 percent faster than previously possible.

About DNA

DNA specializes in taking fast-growing vendors of network infrastructure, security and visibility solutions to the Australian channel, offering a unique suite of programs built on technical support, enablement and opportunity generation. Founded in 1993, DNA is headquartered in Sydney, Australia. For further information, visit www.dna.com.au.

About PreAlert

The complex IT environments behind today’s online applications and services generate more operations management data than a human can structure or analyze. PreAlert is the first company to solve this problem by providing 100 percent self-learning predictive



analytics solutions that augment IT expertise with machine intelligence assistance to dramatically improve IT operations. For more information, visit www.prelert.com.

Contact:

Beth Bryant

508-786-3013

bbryant@marketrecognition.com