



## Prealert Appoints Global Sales Leader as Vice President of Sales

### David Kress brings wealth of experience in enterprise software and application performance management solutions

FRAMINGHAM, Mass. – Oct. 2, 2013 – [Prealert](#), the first vendor to provide big data analytics applications, with a time to value measured in minutes, that enable IT and business professionals to quickly make everyday decisions, today announced that David Kress has joined the company as vice president of global sales. Kress brings 16 years of international experience in sales, presales and executive leadership as well as technical expertise in the application performance management (APM) market. He will be responsible for expanding the company's presence in global markets and driving direct and channel sales of Prealert's advanced [anomaly detection analytics](#) products.

Prior to joining Prealert, Kress was vice president of global sales at Precise Software, where he was responsible for increasing return on equity over 150%, culminating in the acquisition of Precise. Previously, Kress worked internationally for Precise as a managing director in the UK, and worked in roles spanning sales and presales for several other companies, including Symantec and Veritas.

“Our vision, bringing data science to everyday business decision-makers, has resonated strongly with the market. The future of big data analytics can't be limited by the number of data scientists an enterprise can hire,” said Mark Jaffe, CEO of Prealert. “I'm excited to have David join our team, as he brings a strong skill set and perspective to complement our team during this phase of rapid growth.”

“Prealert is an exciting company, with highly innovative, easy-to-access software that allows customers to begin seeing value in their machine data within 15 minutes, without the help of expensive data scientists,” said Kress. “I'm looking forward to working with the team to help build on the early success of Anomaly Detective, and to ensure that our customers are wildly successful.”

Prealert's [Anomaly Detective](#) uses machine learning predictive analytics to locate problematic behavior changes hidden in huge volumes of operations data, enabling IT experts to identify and resolve developing performance and security issues before they impact the business.

#### About Prealert

Mining answers from the volume of data available today to drive business decisions requires advanced analytics approaches that, until now, have required the expertise of data scientists. Prealert is the first vendor to provide this data science packaged to provide a time to value in minutes and enable IT and business professionals to make better decisions. Prealert: Data science for everyday decisions. For more information, visit [www.prealert.com](http://www.prealert.com).

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