Prelert Selected as Top 50 Leader in IT Operations Analytics (ITOA)

Prelert recognized for its machine learning predictive analytics approach to anomaly detection of IT Operations Big Data

FRAMINGHAM, Mass. – **Jan. 15, 2014** – Prelert, the first vendor to package data science into downloadable applications for everyday users, announced today that it has been selected as a ITOA50, which recognizes the top 50 leading vendors in IT Operations Analytics (ITOA). Announced by the ITOA Landscape, the ITOA50 identifies the top 50 vendors who have demonstrated their leadership in developing IT Operations Analytics (ITOA) solutions. These vendors were selected based on their ITOA product offering, impact, innovation, and industry recognition.

For over 15 years IT Operations teams have struggled with chronic IT operations challenges: from outages to performance and availability problems to incidents and headline grabbing failures. Traditional tools haven't worked or been able to keep up with the complexity and dynamics of today's Big Data era. Dynamic IT environments continue to grow in complexity and create challenges for enterprises that have them screaming for smarter solutions. Better equipped to manage these big data challenges, IT Operations Analytics (ITOA) solutions are emerging to redefine how IT operations maintains performance and availability, as well as security and compliance.

"We are pleased to add ITOA to the growing list of organization that recognize the value in our machine learning approach to anomaly detection analytics," said Mark Jaffe, CEO of Prelert. "IT organizations around the world are struggling to get more value out of the mountains of data their operations generate daily and advanced analytics is an obvious solution."

The ITOA Landscape was developed as a venue intended to be a leading source of information that focuses on IT Operations Analytics (ITOA). This site provides guidance in defining this new and growing industry as well as identifies the various players inviting them to contribute content. The ITOA50 highlights leading companies in this space.

For more information on Prelert's predictive analytics machine learning approach to anomaly detection visit http://www.prelert.com.

About Prelert
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. Prelert 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. Prelert: Data science for everyday decisions. For more information, visit www.prelert.com.

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