



Prelert and TRAC Research Host Video Addressing the Key Challenges of Application Performance Management

Video reveals how Prelert's predictive analytics tools are unique in finding the root cause of performance issues

FRAMINGHAM, Mass. – August 19, 2013 – [Prelert](#), 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 the availability of a video developed with TRAC Research entitled "[Key Challenges of Performance Management](#)." The video features Bojan Simic, president and principal analyst of TRAC Research, and Mark Jaffe, CEO of Prelert, discussing TRAC's 2013 Spectrum on Application Performance Management and results of a survey of 500-plus end-user organizations on the challenges of application performance management (APM).

The survey results showed that one of the key challenges of APM is proving the usability of application performance data collected from different sources and making it more actual (reported by 42 percent). Other key challenges are the time spent troubleshooting performance issues (reported by 63 percent) and identifying performance issues before they affect end-users (reported by 61 percent).

Simic discusses how IT organizations spend 58 percent of their time trying to figure out the root cause of performance problems, primarily because of not having the right data in hand and, more importantly, not having enough analytics capabilities to process application performance data and make it actionable.

Jaffe explains how Prelert helps address this challenge:

"The amount of machine data that IT Teams need to collect and analyze is overwhelming. Tools like Splunk solve the data access challenge by making all types of data available through a single interface. Once you have access to all the right data, you need the right tools to analyze it. Prelert's [Anomaly Detective](#) is our self-learning predictive analytics application for this purpose. It is revolutionary because it eliminates dependence on human efforts to analyze the data through its use of third-generation machine learning. You can analyze huge volumes of data quickly across multiple data sources and identify abnormal behavior patterns in minutes that would otherwise have taken hours or days or even weeks of manual effort to uncover."

To view the Prelert and TRAC Research video on "Key Challenges of Performance Management," go to: <http://www.prelert.com/videos/TRAC-Prelert-APM-Challenges/index.html>

About Prelert

Prelert is the first company to provide 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.

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