



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

Podcast reveals how Prelert is different from other predictive analytics tools in finding the root cause of performance issues

FRAMINGHAM, Mass. – April 24, 2013 – [Prelert](#), the first company to provide 100% self-learning [predictive analytics solutions](#) to address the volumes of data generated by today's IT systems, today announced the availability of a podcast developed with TRAC Research entitled "[Key Challenges of Performance Management](#)." The podcast features Bojan Simic, president and principal analyst of TRAC Research, and Mark Jaffe, CEO of Prelert, discussing TRAC's latest end-user survey on the challenges of application performance management (APM), its recently-released 2013 Spectrum on Application Performance Management.

One of the key challenges of APM, according to 42 percent of end-users, is proving the usability of application performance data collected from different sources and making it more actual. Other key challenges are the time spent troubleshooting performance issues (reported by 62%) and identifying performance issues before they affect end-users (reported by 61%).

Simic discusses how correlating normalized data collected from different sources often involves using several types of APM tools to make it more actual. As a result, IT organizations spend 58% of their time trying to figure out the root cause of performance problems and then repairing these problems. Simic asks Jaffe how Prelert helps address this challenge.

Jaffe explains:

"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 analyst it. Prelert's [Anomaly Detective](#) is our self-learning predicative 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 listen to the Prelert and TRAC Research podcast on "Key Challenges of Performance Management," go to: <http://www.prelert.com/reg/TRAC-APM-Challenges-Podcast.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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