

Kevin Conklin Joins Prelert as VP of Marketing

To Rapidly Grow Market Visibility for Prelert's Self-Learning, Root Cause Analysis Solution

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Boston, MA and London, UK (PRWEB) October 28, 2010 -- Prelert (<http://www.prelert.com>), the leading provider of self-learning, root cause analysis solutions for complex, mission critical application delivery environments, announces the appointment of Kevin Conklin as Vice President of Marketing. Conklin will focus on rapidly increasing Prelert's reach to IT service management teams responsible for the delivery of mission critical business applications. His appointment follows Prelert's \$3.75 million series A funding round in September.

"Kevin brings a strong and unique blend IT management software marketing experience which includes both traditional enterprise sales and internet, self-service sales models," explains Mark Jaffe, Prelert CEO. "Prelert has proven its ability to solve problems in minutes that leading IT organizations now struggle with for hours, days and weeks in a number of mission critical application environments. We now need the experience that Kevin brings to help take Prelert to a much broader market."

Through a series of executive marketing positions, Kevin has contributed to the success of a number of information technology startups. As Vice President of Marketing for VKernel, Kevin redefined product packaging plans increasing users from 5,000 to over 15,000. As VP of Marketing for Mazu, Kevin led the effort to reposition the company as an application delivery management company, increasing revenues over 50% and leading to the acquisition by Riverbed Technologies. Kevin has also previously held executive marketing positions in SMARTS and was instrumental in Concord Communications' successful IPO and eventual growth to over \$90 million in revenues and a leadership position in the performance management market.

"Today's information and e-commerce services are delivered by highly complex and dynamic infrastructures that make traditional rules or topology based root cause approaches obsolete," said Kevin Conklin, Prelert's new Vice President of Marketing. "I am very excited to be a part of the team that will reshape this critical aspect of the IT management market with our self-learning approach to diagnosing service degradation incidents."

About Prelert

Prelert enables large enterprises and service providers to minimize the business impact of mission critical service disruptions. Our self-learning root cause analysis solution accelerates the incident and problem management processes 20x allowing IT teams to restore services faster and build more resilient service delivery infrastructures.

Born in 2008 out of Promethyan Labs, which was founded by technologists behind Micromuse Netcool & Riversoft, (now core to the IBM Tivoli suite), Prelert's management

has grown to be a 'who's who' of experts assembled from the network, systems, security and service management industry

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