Prelert Wins Prestigious Red Herring Award

Leading Application Problem Analysis Vendor Receives Red Herring Top 100 North America Award

Prelert (http://www.prelert.com), the leading provider of self-learning, application problem analysis solutions today announced it has received Red Herring's Top 100 North America award.

"This award is further recognition of Prelert's ability to dramatically reduce the pain and costs associated with disruptions in business critical IT applications," explains Mark Jaffe, Prelert CEO. "By providing a highly advanced self-learning IT analytics layer over existing management solutions we significantly improve the return on human expertise needed to manage complex application environments."

Red Herring's Top 100 North America list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

"Choosing the companies with the strongest potential was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across North America to the Top 100 Winners. We believe Prelert embodies the vision, drive and innovation that define a successful entrepreneurial venture. Prelert should be proud of its accomplishment, as the competition was very strong."

About Prelert

Prelert reduces the cost, frequency and duration of application problems by 90%. Our software is unique in applying recent advances in artificial intelligence to baseline normal behavior patterns and detect issues using a customer's existing log, event, usage, performance and business data.

This is important because the traditional approach to IT management, which depends on expert human knowledge in the form of rules and severity thresholds, has proven un-scalable in today's complex IT environments.

Prelert customers benefit from self-learning IT analytics that proactively, without rules and thresholds, identify and provide the root cause narrative behind critical application problems before users are impacted.

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