



BEZ Systems Announces Performance as a Service™

Addresses Pain Points from Economic Downturn

BOSTON, MA, April 7, 2009 – BEZ Systems, the leading provider of Predictive Performance Management (PPM) solutions, today announced the availability of a new Performance as a Service (PaaS™) program. Performance as a Service combines industry-leading predictive performance software, BEZVision, with in-depth knowledge and advice from world class database and performance experts to deliver the best performance intelligence available anywhere. This unique combination allows cash strapped and understaffed IT departments to move to agile proactive organizations that guarantee service delivery to the business, reduce costs and improve IT efficiency so they can shift their focus toward providing innovative business solutions and away from firefighting performance crises.

The economic downturn has forced IT organizations, both large and small, to adopt new strategies for service delivery to their rapidly changing companies which are irreversibly reliant on technology and databases for survival. Performance as a Service helps save money and time through fact-based decisions that can be used to postpone spending, reduce hardware costs, decrease personnel cost, increase productivity, reduce firefighting cost and cut test time by up to 80%. These factors combine for an overall increase in business user satisfaction.

“Teaming up with database performance service providers adds significant value to the Performance as a Service offering,” stated Dan Haley, CEO and president of BEZ.

“Even when companies realize the benefits of our solution, they may not have the luxury, especially now, to dedicate personnel to learning and driving the ongoing process.

Having expert advisors in database performance drive the analysis and reporting effort

eliminates that barrier, gives them the benefits of predictive technology and allows them to focus their personnel on adding business value in other critical areas.”

Performance as a Service shares similar concepts with the accelerating Software as a Service (SaaS) market in that it lowers the barrier to entry and exit, adopts pay-as-you-go pricing, has no maintenance fee and can expand or contract easily. However, it comes with an expert operator for hands-off operation. Company personnel don't have to be trained and assume responsibility for the continuous operation.

Performance as a Service employs advanced analytical software, BEZVision™, installed at a customer site and also provides a Performance Intelligence Advisor (operator) for that site. Performance as a Service is offered in two separately priced levels. Level 1 PaaS delivers detailed performance metrics on database performance through web-based dashboards and reports. Typical customizable deliverables include daily and weekly dashboards with monthly status meetings. This information details past, present and **future** (predicted) service levels (response time, resource consumption and throughput) highlighting anomalies and future service breaches months in advance. It allows companies to postpone upgrades once they're assured that service will meet application and workload requirements well into the future. In the event that upgrades are required, they can tailor the type, size and associated cost to solve the problem without over provisioning.

Level 2 PaaS provides all of the features and benefits of Level 1 and also provides “what-if” capability to understand how change will affect future service delivery. This includes projects, such as, growth in users and data, surge management, hardware change (server or storage), server/application consolidation, new application introduction, resource limits/priority execution changes, storage requirements planning, load testing extension, database configuration adjustments and database schema modifications.

Initially, the PaaS service will focus on Oracle databases, followed by the Teradata Purpose-Built Platform Family and then Microsoft SQL Server in 3Q09. We are pleased to initiate the service with two well respected industry partners: Application Performance

(UK) Russell.Luke@applicationperformance.com, and Ntirety (US) Tim.Donovan@ntirety.com .
BEZ is actively recruiting and training additional service partners.

“Ntirety constantly monitors our customers' databases, and now with BEZVision, we can predict the future of database performance and prevent issues long before they arise. BEZVision allows Ntirety to save customers even more money on database administration by making better-informed decisions and by keeping their databases, and thus their businesses, up and running,” said Michael Corey, CEO of Ntirety Inc., based in Dedham, MA.

“We applaud BEZ for releasing PaaS - it makes it possible for many more companies to benefit from their impressive database predictive planning technology,” said Russell Luke, CEO and Founder of Application Performance Ltd. based in the UK. “BEZ PaaS attacks two major areas: consolidating infrastructure to ensure service levels without over provisioning, while freeing up stretched personnel resources”.

For more information on BEZ Performance as a Service and BEZVision please visit www.bez.com.

About BEZ Systems

Since 1993, BEZ Systems has been offering innovative Predictive Performance Management (PPM) solutions that provide a line-of-business view of future application service delivery. These solutions allow IT managers to accurately profile application performance, compare 'change and growth' alternatives, and forecast future requirements. Future performance predictions are an invaluable component of verifying that business objectives and performance goals can be met, thereby minimizing any shortfalls in service while also lowering cost and boosting IT efficiency.

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