

WHITE PAPER

THE FUTURE OF IT INFRASTRUCTURE MANAGEMENT

Leveraging the Power of Software-as-a-Service

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Klir Technologies provides an on-demand, hosted solution for monitoring and analysis of IT infrastructure, including network traffic, servers and applications. The Klir Appliance (a device that resides on the monitored network) securely collects and transports data from a customer's network devices to the Klir Data Center, where it is analyzed and stored in the Klir On-Demand Services Platform (Klir Platform). The data is made available to users anytime and anywhere through Klir Analytics, a hosted web application that provides drill-down analytics, role-specific dashboards, customized reporting and sophisticated alerting.

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Current IT Environment for the Middle Market

Demands on IT professionals are ever increasing. Everyone agrees that IT complexity is on the rise. IT professionals must support more applications, more diverse infrastructure, more locations and more users every day. Yet, with the increasing complexity in these heterogeneous environments, IT budgets in the middle market are not keeping pace, nor can they. We simply need better and smarter systems to manage IT infrastructure.

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Product Development Response of Major Software Vendors

Surprisingly, the product development response of the major vendors for traditional enterprise management solutions (EMS) has been incongruous with the needs of the marketplace. Certainly the increasing depth, custom configurations, integration options, countless modules and expansive reach offered by these solutions is impressive, but at what cost? And to what end?

While these solutions continue to offer increasing power and strength for Fortune 500 companies (who boast monumental IT budgets and countless personnel), they offer little hope or reality to the middle market (\$50 million to \$2 billion). Most companies simply do not have the money, personnel or time to implement and maintain these solutions in today's fluid IT environments.

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Expectations of Middle Market Executives

Nonetheless, expectations placed on IT professionals in middle market companies have increased dramatically in the past five years, as business executives have become more technologically adept (particularly with the rise of remote access and consumer-based home networking). Middle market companies place Fortune 500 expectations on their more limited IT teams - compare Morgan Stanley's 1,000-person IT team with a \$500 million company's 10-person IT team. Yet they face many of the same challenges - security, uptime, SLAs, critical business applications and regulatory compliance.

Traditional EMS offerings simply are not well suited for the middle market. Even if EMS offerings were free (some are, with major hardware purchases), the costs of ongoing maintenance, upgrades, configuration and support would be prohibitive.

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Software-as-a-Service (SaaS)

In 2000, when Siebel owned the Fortune 500 CRM marketplace, and Act, Goldmine and Excel were entrenched in small business, Salesforce.com came charging onto the scene and captured the middle market with its Software-as-a-Service (SaaS) solutions. The secret to Salesforce.com success: enterprise-class capabilities, delivered as a service, paid on a subscription basis.

Salesforce.com proved the model as it gained customer traction, and concerns about reliability, security and support were addressed by technology improvements and architecture. Granted, Salesforce.com does not offer the depth, integration and customization of Siebel, which still owns the Fortune 500. But the depth, integration and customization Salesforce.com *does* offer suits 80% of the market—specifically the middle market. Any shortcomings in functionality are far outweighed by rapid deployment, ease of use, Web access and consolidated data for analytical reporting.

Despite the initial reluctance of IT professionals to leverage hosted solutions, Salesforce.com is now welcomed by middle market companies that prefer to outsource a “tool” for their sales team. And IT avoids the obligations for maintenance, uptime, upgrades and support.

Companies require various tools to support business operations, but management of in-house (non-hosted) tools offers diminishing returns the further removed these tools are from revenue-producing activities of the company.

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Klir Technologies: First To Offer SaaS IT Solutions

The middle market is poised to take advantage of SaaS-based IT solutions.

At the time Salesforce.com was beginning to make waves, we founded Klir Technologies with the vision of delivering hosted IT solutions. Unlike Salesforce.com, where data is regularly input to the system by users over the Web, we faced the daunting task of gathering data from highly disparate architectures inside customers’ firewalls, securely transporting the data to a centralized datacenter in real-time (without impacting customer performance), and then aggregating, normalizing and displaying data to customers through a Web interface.

Over four years, we invested millions of dollars in product development and research to build our patent-pending SaaS solutions and deliver them to the marketplace.

Klir is the first company to offer a SaaS IT analytics solution for monitoring, analyzing and reporting on applications, bandwidth, networks and infrastructure. Klir Analytics provides instant insight into IT infrastructure performance and utilization through preconfigured, customizable dashboards, reports and alert templates, empowering our customers to increase uptime, optimize infrastructure, forecast resource needs and identify potential problems.

Our SaaS delivery model provides a rapidly deployable, cost-effective solution that offers customers enterprise-class reliability, security and functionality.

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Power of Community Data: Making Every IT Professional an Expert

Klir analyzes aggregate performance data across all customer IT infrastructures, capturing and publishing best practices and trends. Leveraging this community data, we design and deliver powerful tools to middle market IT professionals, helping them better manage and predict unexpected events.

Klir's installations scale readily and offer IT professionals the ability to easily harness consolidated data, share and publish information internally, and gain global visibility across their entire IT infrastructure.

Preconfigured dashboards, reports and alert templates have been built based on feedback, skills and experience of subject matter experts. As a result, middle market companies strapped on time or personnel can leverage Klir's best practices to gain instant insight into their infrastructure. All dashboards, reports and alerts can be customized by every user.

Constant feedback and improvements offered by the Klir community of customers and partners are analyzed for inclusion within agile product development cycles, which automatically publishes upgrades through the SaaS delivery model. Solution enhancements are continually delivered to our customers - no hassles, no maintenance, no lost productivity.

In contrast, EMS offerings, or small-business and freeware utilities that are stitched together, drain time and resources, and lack the ability to scale quickly or easily.

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Proactive Support: Making IT Professionals Smarter

Another gating factor in the middle market is the lack of subject matter expertise and time to analyze day-to-day operations of the increasingly diverse systems employed in IT, such as voice and storage.

Through partnerships and industry associations, Klir captures manufacturer best practices, providing proactive support notifications for performance and for configurations that are incongruent with manufacturer recommendations. Data from manufacturer knowledge bases is also synchronized with proactive notifications, ensuring that information can be leveraged to expedite troubleshooting and identify potential problems before downtime occurs.

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Predictive Learning Engines: Managing Systems Better

Fortune 500 companies have the depth of resources to invest in deep analytical exercises and build better models for forecasting demands and potential failures. However, all data is limited to their own universe.

Klir's SaaS business model is fueling additional development that will enable us to offer the first predictive learning engine based on data from across our entire client base. As we reach critical mass in customers and market penetration, Klir will be in a position to offer unparalleled predictive modeling and learning engines that can be market specific.

The power of SaaS will enable Klir to change the future of IT infrastructure management.

More to come...

About Klir Technologies

Klir radically transforms IT management by delivering instant IT visibility, community expertise, collaborative best practices, and a personalized user experience.

Klir Analytics provides insight into performance and utilization through customizable dashboards, reports, and alert templates, increasing uptime, optimizing IT, forecasting resource needs, and identifying potential problems.

Klir is a privately held, Seattle-based company founded in 2000. The company's mission is to be the world leader in SaaS-based IT analytics by providing community insight and information to predict the unexpected. Klir is led by a team of executives with extensive experience in the technology and financial sectors.