

PRESS RELEASE

DERDACK PARTNERS WITH INOVATIV AND ANNOUNCES FIRST CUSTOMER IMPLEMENTATION

INHolland goes live on message master® Enterprise Alert for improved business continuity

Potsdam, Germany, 18 May, 2010: Derdack, provider of mobile messaging platforms and enterprise notification software today announced that it had signed a partner agreement with Inovativ, the Dutch Microsoft System Center specialist. The relationship has already proved successful with the first customer implementation completed at INHolland University of Applied Sciences where message master® Enterprise Alert has been deployed to increase availability of critical IT services such as email, and reduce the risk of business interruption.

Inovativ has a well established reputation as a Microsoft System Center expert. Arthur Nieuwland, Principal Consultant at Inovativ commented, “message master® Enterprise Alert offers reliable, scalable and flexible enterprise notification software. The two-way connector with System Center Operations Manager (SCOM) and powerful multi-modal communication facilities ensure clients can deploy it quickly to enhance SCOM’s alert notification capabilities. Additionally we were attracted to partnering with Derdack as like ourselves they are a Microsoft Gold Certified Partner and also a member of the Microsoft System Center Alliance.”

Inovativ and Derdack have already worked together to implement a notification hub at INHolland University of Applied Sciences. message master® Enterprise Alert has been deployed to enhance the way in which events and alerts produced by SCOM are managed. INHolland previously used a limited alerting system that relied on one way ‘fire and forget’ voice calls. However, once it had implemented SCOM from Inovativ, INHolland took the opportunity to review its notification infrastructure.

Robert Beudeker, System Administrator, INHolland University of Applied Sciences explained why it was a straightforward decision to select message master® Enterprise Alert, “Derdack’s enterprise notification software met all of our requirements. We were impressed with its use of SMS for notifications, the two-way connector to SCOM, its ability to integrate with Active Directory for provisioning and management of user rights and its capabilities around escalation and ticket monitoring.”

If SCOM detects an event in the INHolland’s IT infrastructure such as a server failure, then an alert is sent to message master® Enterprise Alert. The notification software sends an SMS notification to the relevant IT engineer on the second line IT help desk according to a schedule of availability. Outside of office hours the SMS is automatically sent to a standby engineer. If the SMS is not acknowledged by the relevant engineer then message master® Enterprise Alert resends the message.

Beudeker added, “By integrating message master® Enterprise Alert with SCOM we have gained the ability to react faster to a broader range of events, improved service uptime and reduced the risk of interruption to our critical services. By resolving issues more quickly we have also reduced the number of calls to the help desk. The service that we have received from Derdack and Inovativ has been of a consistently high level and there is scope for the notification hub to be extended in the future, for example to communicate timetable or schedule changes to students.”

Matthes Derdack, Managing Director of Derdack concluded, “Inovativ’s deep Microsoft expertise mirrors our own and I am delighted to welcome them to Derdack’s growing partner network. The project at INHolland shows the value from integrating message master® Enterprise Alert with Microsoft System Center Operations Manager to improve service uptime and reduce the risk of business interruption and I am looking forward to working with Inovativ’s talented team on further successful customer implementations. The cooperation is also an excellent example of the benefits that can be achieved by working within the Microsoft partner ecosystem.”

ABOUT DERDACK GMBH

Derdack is an independent software vendor offering mobile messaging platforms and notification workflow software. Derdack’s premium products provide clients with unsurpassed service innovation and business continuity. Derdack is headquartered in Potsdam, Germany and has several hundred installations worldwide. A thriving Partner channel extends the company’s reach globally.

Derdack is recognized for its intuitive yet inspiring software products and has customers in over 50 countries worldwide and in all verticals. Clients include BMW UK, Caterpillar Belgium, Daimler, Microsoft Ireland, Roche Switzerland, Siemens Germany, Steria UK, Symantec and Telstra Australia. For further information please visit www.derdack.com.

ABOUT INOVATIV

INOVATIV is Netherlands’ premier System Center solution provider. With 3 System Center MVPs in-house INOVATIV can provide the knowledge and experience to successfully implement System Center. Their System Center specialists provide consulting services and training. INOVATIV has its System Center Technology Center at Schiphol Airport NL; just call for a free demonstration! Visit their website www.inovativ.nl for further information.

ABOUT INHOLLAND UNIVERSITY OF APPLIED SCIENCES

INHolland University of Applied Sciences is an ambitious institution of higher education in the western part of the Netherlands. Its vibrant learning and working community and particularly its scale is ideal for students who are keen to develop their theoretical knowledge as well as their practical skills. Offering competence-based learning, INHolland University of Applied Sciences is professionally involved both with the student, the market and society as a whole.

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