



FOR IMMEDIATE RELEASE:

SEVONE NAMED TO NETWORK WORLD'S '10 IT MANAGEMENT START-UPS TO WATCH'

Delaware-based Application and Performance Management Pioneer Added to Prestigious Annual List on the Strength of its Flagship Product, PAS™

NEWARK, DE—November 7, 2008—SevOne, Inc., an innovator in network and application performance management tools and solutions, today announced that it has been named to *Network World* magazine's prestigious top 10 List of IT Management Start-Ups to Watch for 2008. The annual list, compiled by *Network World's* senior editors, is a collection of 10 emerging companies leading their field with innovative technology, as well as industry-unique approaches to monitoring, managing and reporting on network and application health, connectivity and performance.

SevOne was added to the annual list of outstanding companies based on its flagship software product, [PAS™ \(Performance Appliance Solution\)](#). This year alone, PAS has been named a "Product of the Year" by *Technology Marketing Corporation's* (TMC) *Communications Solutions Magazine* and has announced numerous new customers including Comcast, Alere Medical and DBSi. SevOne will also announce a significant new product enhancement to PAS in on November 11th.

SevOne's revolutionary appliance-based PAS solution provides a clear alternative to legacy performance management offerings by significantly lowering product costs, increasing reporting speed and scaling to encompass millions of network elements, compressing customization projects into days vs. months or longer. The secret behind SevOne's unprecedented reporting performance is distributed, peer-to-peer, Web 2.0 architecture.

"The distributed nature of SevOne's architecture in conjunction with the product's ability to tightly correlate business and IT metrics provides enterprise companies of all sizes

with an intelligent alternative to existing legacy management solutions,” said Rich Ptak, Managing Partner, Ptak, Noel & Associates LLC. “PAS also delivers second-by-second performance views and segmented third-party data reports to improve QoS for Enterprises.”

“We are extremely pleased to be recognized as a top management company by *Network World*,” said Vess Bakalov, chief technology officer for SevOne. “Our newest PAS enhancements provide organizations with improved reporting speed and streamlined visibility into their IT and business infrastructures, capabilities that were designed to meet the specific needs of our valued customers.”

For additional insight into network and application performance management and its associated challenges, please view SevOne’s most recent industry analyst white paper: [The Mandate for More Effective Application Performance Management](#).

The issue of *Network World* featuring the 10 IT Management Start-Ups to Watch is available online on Monday, November 3rd, 2008, at www.networkworld.com/news/2008/110308-mgmt-cos.html?page=1.

About SevOne

SevOne, Inc. is a network performance management company dedicated to providing next-generation tools and services that enable enterprises to keep increasingly complex networks and applications functioning at peak performance levels. Based on a scalable and flexible modern software architecture incorporating open web-services API, Web 2.0 GUI and peer-to-peer clustering, the SevOne solution provides managers, architects and engineers with the most accurate and timely data available to ensure enterprise-wide network performance and reliability. For more information please visit www.sevone.com or call 302-368-5650.

About Network World

Network World, Inc., the Leader in Network Knowledge, empowers network IT executives through education, information and community. Network World, an IDG company, is the leading provider of news, analysis, reviews, events and education on information technology. Network World publishes the leading newsweekly, Network

World, hosts the most active online communities (www.networkworld.com, www.javaworld.com, www.linuxworld.com, and www.demo.com), and produces educational seminars and events worldwide. Network World's portfolio of strategic marketing programs provides marketing and agency professionals with the tools to generate high-quality leads, optimize marketing campaigns, and create new revenue opportunities. Additionally, Network World is the event organizer of DEMO and Demo Fall, the leading events for new technology innovation.

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Contact:

Joline Biancavilla

BridgeView Marketing (for SevOne)

Phone: 603.978.4491

Email: Joline@bridgeviewmarketing.com