

# EMA Names Stratavia A "RISING STAR" In Its 2008 All- Stats in Enterprise Systems Management Report



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## **Press Release Summary: Stratavia Earns Accolade from Enterprise Management Associates for Talent and Innovation**

Press Release Body: Denver, CO – Feb. 15, 2008 – **Stratavia™**, a

leading provider of [run book](#) and [data center automation](#) software, announced today that it has been named **2008 Rising Star** in the database automation and optimization category as part of **The EMA All-Stars in Enterprise Systems Management for 2008** report. Published in January 2008 by **Enterprise Management Associates**, a leading analyst firm focused specifically on the IT management market, the report recognizes the talent, performers and innovation in systems management.



Just as the sports world shares the concept of an '**All-Star**' team – a qualified selection of the best performers of the year – **EMA Research**

uses an All-Star metaphor to highlight the best **Enterprise Systems Management** vendors, the **EMA All-Stars in Systems Management for 2008**. The **Rising Star award** acknowledges the best new or innovative vendors with the greatest potential.

- EMA analysts selected the top solutions by analyzing: The strength of vendor product offerings, functionality, and platform support
- Commitment to product vision and delivering innovation
- Customer feedback including satisfaction, and market penetration
- Enterprise Management Associates' perspective from independent evaluations of expert analysts

*"Stratavia has proven they are committed to quality and excellence while addressing the real needs of the data center," said **Andi Mann, research director, Enterprise Management Associates**. "Its **Data Palette solution** is highly scalable, and can result in specific and substantial payback - in one customer implementation, it delivered time and productivity savings of up to 60 percent. In **EMA's** research, Stratavia also ranked as equal-first among all contenders for customer satisfaction. Results like this are well worth watching."*

*"We are honored that **Stratavia** has received recognition as a **Rising Star** by analysts that are dedicated to the IT management market and know our customers best," said **Thor Culverhouse, president and CEO, Stratavia**. "**Stratavia** has been focused on reducing the complexity that invariably characterizes IT operations in today's heterogeneous enterprise. Our Data Palette platform allows them to streamline IT processes, resulting in improved service levels, reduced costs and greater management control."*

**About** **EMA**  
**Enterprise Management Associates (EMA)** is a leading industry analyst and consulting firm dedicated to the IT management market. We provide IT vendors and enterprise IT professionals with objective insight into the real-world business value of technologies ranging from Virtualization to Security and Risk Management to ITSM and CMDB. Learn more about our research services, our free online IT Management Solutions Center, and our IT consulting offerings at: [www.enterprisemanagement.com](http://www.enterprisemanagement.com)

**About** **Stratavia**  
**Stratavia** is a leading provider of **Data Center Automation software**. **Stratavia's** flagship platform, **Data Palette**, automates complex, error-prone, manually intensive yet repetitive IT

administration tasks, including [runbook automation](#), while providing predictive analytics to detect and resolve issues before they can impact operations. Fortune 1000 companies rely on Data Palette to define, build and orchestrate standard operating procedures, and report on mission-critical applications and IT operations. Founded in 2001, **Stratavia** is headquartered in Denver, Colorado and is privately held and venture funded by **Adams Street Partners, Asset Management Company and Vista Ventures**. For more information go to [www.stratavia.com](http://www.stratavia.com).

**Web Site:** <http://www.stratavia.com>

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