

FireScope Introduces Self-Updating Data Center Visualization Capability

New Feature Joins HTML5-Based Service Dependency, Network Topology, Virtualization and Storage Explorers to Deliver Industry's First Fully Integrated Views from Service to Rack

September 14, 2011 - Huntington Beach, CA. - FireScope Inc., the leader in aligning customers' technology performance to their business and customer experiences, today announced the release of its Data Center Visualization capability, enabling customers to quickly and effortlessly map and visualize their physical and virtual elements from service to rack.

Rapid scaling of infrastructure resources and adoption of virtualization and cloud technologies has introduced new challenges for IT organizations, making the data center a veritable maze that hinders rapid response to service-impacting events. FireScope Unify's Data Center visualization capability is designed to address this challenge and enable IT professionals to benefit from precise and accurate knowledge of asset location.

"I continue to be amazed at FireScope's rapid pace of purposeful innovation," Bret MacInnes, Practice Manager UCS/FlexPod for Trace3. "The value that features like Data Center Visualization add for the customer is enormous, particularly in this time of massive transformation in the data center. Visibility into the completely virtualized infrastructure of the Data Center is imperative, and with this level of visibility of the hardware components in conjunction with the visibility that FireScope Unify brings to the Application layer gives customers complete visibility of all aspects of the Data Center of today as well as a framework for the innovations of the Data Center of tomorrow."



Data Center Visualization utilizes HTML5/Canvas and jQuery to deliver an immersive user experience as if the user were walking through a data center or standing in front of racks, with key status indicators super-imposed for at-a-glance comprehension of service deliverability. APIs from NetApp, Cisco, VMware and others are leveraged to collect metrics as well as track movement and configuration changes of virtualized assets, delivering unparalleled accuracy and making it easier for users to understand the relationships between physical and virtual assets and the services they support.

This latest groundbreaking feature expands on FireScope Unify's massive array of award winning visualization capabilities, including Network Topology Explorer, Service Explorer, Virtual Infrastructure Explorer, a global Storage Summary view and more. Built using cutting edge web technologies such as HTML5, Canvas, CSS3 and more, these visualization capabilities ensure that every member of an IT organization can easily immerse themselves in the actionable intelligence they need to deliver optimal user experiences from the most complex of infrastructure architectures.

"With many organizations focusing on virtualization and cloud initiatives, it's easy to overlook the growing criticality of the underlying infrastructure that makes it all possible," said Mark Lynd, President and COO of FireScope. "Data Center Visualization is yet another way FireScope is helping our customers achieve greater context and focus on driving competitive advantage from their technology without the fear of being blindsided by complexity."

For more information about FireScope Unify's Data Center Visualization capability, including videos, data sheets, case studies and a free trial download, please visit <http://www.firescope.com/Products/Unify/Features/DataCenterVisualization>.

About FireScope

FireScope is the leader in aligning customers' technology performance to their business and customer experiences through highly innovative, on-demand solutions. FireScope's suite of products includes four primary enterprise offerings: FireScope Unify™ Business Service Management (BSM) - your dashboard for enterprise IT strategy; FireScope Orchestrate™ Configuration Management Database (CMDB) - your play-book for IT Operations; and FireScope Comply™ - your compass for managing IT compliance; FireScope Analytics™ predictive analytics - your window into future service requirements. FireScope Inc., headquartered in Huntington Beach, California has offices in Sydney, New York, Dallas and London. To learn more about FireScope and its advanced ITSM solutions, visit <http://www.firescope.com> or call 877-780-3473.