

News Release



sqlSentry Gives DBAs Using Microsoft SQL Server 2005 Increased Vision and Management Abilities New Version 2.5 Integrates with SQL Server 2005 to Support the Most Complex and Voluminous Environments.

TechEd, June 7, 2005 – sqlSentry, a leading developer of management solutions for Microsoft SQL Server, today announced its support of Microsoft SQL Server 2005 with the Q3 planned launch of sqlSentry v2.5. sqlSentry, a scheduling and notification management system for SQL Server, increases DBA productivity via an innovative visual user interface reflecting all schedule activity across the enterprise. sqlSentry v2.5 amplifies the inherent power of SQL Server by enabling point and click management of vital functions even in the largest and most demanding environments plus provides unique support for non-SQL Server events.

Change is constant in the DBA's life, and today organizations ask them to manage more systems with larger amounts of data, while maintaining or even lowering costs. To surmount these challenges, DBAs need more from their database technologies in terms of enterprise manageability, scalability, and availability. SQL Server will provide the bedrock foundation to build their business-critical IT infrastructure, and onto this foundation sqlSentry delivers break-through productivity to empower the DBA to meet internal goals and optimize SQL Server performance. sqlSentry allows the busy DBA to significantly reduce the time spent on daily operational tasks and concentrate on the strategic management of their SQL Server environment.

"Our goal with sqlSentry v2.5 was to enable the DBA to make better use of the power inherent in SQL Server. We listened to their requests for more insight, power and control when working in the SQL Server enterprise. Now sqlSentry v2.5 is delivering the situational knowledge, functionality and productivity that busy DBAs need to ensure the optimal performance of their SQL Servers," said Ken Teeter, Vice-President Sales and Marketing at sqlSentry. "Our solid first year and rapid adoption by our corporate customers is indicative of the value delivered by sqlSentry. We're confident that once a DBA tries sqlSentry they'll never want to work without it."

"With SQL Server 2005 and sqlSentry v2.5, customers will have more information on the status of their SQL Server and become more agile in strategically managing them," said Don Petersen, senior product manager for SQL Server at Microsoft. "sqlSentry enables highly productive, cost-effective, SQL Server enterprises."

"I was on the first DBA team here at InterCerve," said Greg Gonzalez, Product Manager and sqlSentry Architect, "and had a plate full of other

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responsibilities to manage as well. Each day, I spent hours digging through job logs, investigating job failures and attempting to fine tune the job schedule for optimal performance. The majority of that time was lost due to the lack of a tool like sqlSentry and frankly it was the motivation behind its development. Now Version 2.5 takes the original sqlSentry foundation and increases its functionality two or three times."

Among sqlSentry's many features are:

Visual Schedule Management: Gain insight and understanding of what is happening with SQL Server schedules in one powerful and flexible console. View historical and future schedule information, isolate performance issues, and resolve job conflicts with drag-and-drop ease. The customizable MDI interface allows simultaneous display of calendars, graphs and controls to fit the user's needs.

Performance Monitoring: Link any Windows performance counter directly to a job, server, or custom view and see the impact any combination of jobs is having on Windows-based servers or shared resources. Counters are instantiated as needed for minimal server and network overhead.

MAPI-less Alerting: sqlSentry employs one of the most comprehensive and reliable notification system available today for SQL Server, providing a wide variety of response actions to any job status, runtime or performance condition. Its centralized management eliminates the need to touch each server. DBAs can even generate notifications for Windows tasks, Reporting Services, and other events occurring outside of SQL Server.

Multi-Server Calendars: Select, organize and display schedule information from multiple servers throughout the enterprise with the Global Calendar, SQL Server Group calendars, and Custom Event Views. Easily assess contention levels across "shared resources" such as file storage areas, tape libraries, network segments, and more.

SQL Server Reporting Services Support: Determine the impact Reporting Services has on server performance. Job GUID's are automatically mapped to understandable report names, and performance counters can be linked to any Reporting Services task, including individual subscriptions and report execution snapshots. Generate notifications for failed reports and long-running reports.

Windows Task Scheduler Support: sqlSentry's powerful scheduling and notification capabilities can now be utilized for systems outside of SQL Server, such as Windows Task Scheduler. External event data can be seamlessly integrated into calendars alongside SQL Server jobs, so the DBA gets the full picture. Using a convenient "plug-in" architecture, many popular systems including backup, defrag, anti-virus, and others can be easily integrated by sqlSentry. Connector modules will be available for most third party systems.

Advanced Job Chaining and Job Queuing: Link multiple dependent jobs together across one or more servers, and sqlSentry's flexible conditions and actions ensure precise control over which jobs run and when. Prevent job

contention caused by occasional runtime deviations, and enforce job dependencies. Easily set a job to queue for a specified time, control its behavior when it leaves the queue, and limit the number of jobs in a queue at one time.

Reporting: Job runtime graphs enable quick trend analysis, and Gantt-style performance graphs highlight the jobs competing for resources and causing application performance problems. Web reports allow for quick sharing of enterprise information.

About sqlSentry

At many of the world's largest corporations, sqlSentry has been delivering crucial productivity and reliability benefits to their Microsoft SQL Server DBAs. sqlSentry allows them to leap beyond the daily administration workload and optimize their SQL Server performance. Headquartered in the suburbs of Charlotte, NC, sqlSentry's products are sold and supported directly and via authorized resellers and distributors around the globe. More information is available at www.sqlSentry.net.

About InterCerve

The parent company of sqlSentry, InterCerve is a Microsoft-centric web hosting and development organization. A Microsoft Certified Partner since 2000, InterCerve manages a large SQL Server enterprise that serves many Fortune 500 companies including Wal-Mart Portrait Studios, Wachovia, and Bombardier Aerospace. More information is available at www.InterCerve.com.

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