

## News Release



### sqlSentry Rewards Those With Busy Schedules sqlSentry Enables Enterprise Users to Showcase and Manage Astonishingly Overloaded Schedules.

CHARLOTTE, May 12, 2006 – sqlSentry, a leading developer of management solutions for Microsoft SQL Server, today announced the winners of their “How Busy is Your Schedule” Promotion. Participants from around the world submitted screenshots of the sqlSentry console showing their SQL Server schedule for potential selection as the busiest SQL Server schedule. The winning schedule from Steve Ledridge of WildTangent, Inc of Redmond, WA featured almost 300 scheduled events within a 24 hour period. sqlSentry increases database administrator (DBA) productivity via an innovative visual user interface for managing event activity across the enterprise, coupled with the most robust notification system available today for SQL Server. It 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. Visit [www.sqlSentry.net/HBIYS](http://www.sqlSentry.net/HBIYS) for an image of the winning entry.

“sqlSentry allows SQL Server DBAs to see and understand all the scheduled event activity in their enterprise. Typically DBAs have such difficulty manually documenting their schedule that they don’t do it. Often they’re flying in the dark scheduling events with only a little information on what’s running at the same moment.” said Nick Harshbarger, Vice-President Sales and Marketing at sqlSentry. “The feedback from DBAs who entered this contest has been quite satisfying. Most were surprised that they could so easily see all the activity on their SQL Server’s schedule even across multiple servers. sqlSentry provides the necessary vision of all the scheduled events plus powerful functionality to optimize the performance of any SQL Server. It allows the DBA to strategically manage the most challenging and voluminous enterprise with ease and efficiency.”

“I knew I had a lot of activity on my schedule but sitting down with pen and paper to document all the SQL Server jobs, Windows Task Scheduler tasks, and Reporting Services tasks was a project that I didn’t have time to tackle,” said Steve Ledridge, Senior Database Administrator at WildTangent of Redmond, WA. “When I booted sqlSentry and saw my schedule I was amazed. The root cause of many lingering performance issues was immediately apparent as I could recognize areas with major resource contention at a glance. sqlSentry let me easily drag and drop to reschedule some events which immediately improved server performance and I knew this was a tool we needed. My company has standardized on the product and we have our entire enterprise under sqlSentry’s management.”

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“The first step to efficient schedule management is gaining a thorough understanding of the activity and interrelationships between scheduled events. Second is having an efficient tool to manage the schedule. The third and final step is having robust, reliable notifications that keep you informed of the ever changing state of events.” said Greg Gonzalez, Product Manager and sqlSentry Architect. “Large organizations need their DBAs to be free from the burden of daily chores like looking through job logs to document schedule status or struggling with unreliable or limited notification systems. sqlSentry achieves that goal because it was designed by SQL Server DBAs who understood the challenge of maintaining a busy, growing SQL Server enterprise. Today DBAs are using sqlSentry to manage some of the world’s most challenging SQL Server enterprises and this contest clearly documented that fact.”

### 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 is a subsidiary of InterCerve Inc., a Microsoft-centric development organization that has provided specialized SQL Server expertise for almost ten years to many Fortune 500 companies. sqlSentry’s products and services are sold and supported directly and via authorized resellers and distributors around the globe. More information is available at [www.sqlSentry.net/HBiYS](http://www.sqlSentry.net/HBiYS) .

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