

Managed Objects Closes Record Quarter as Demand for Business Service Management Heats Up

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BSM leader celebrates 10th anniversary during Q4 highlighted by new product, new customers, European expansion and executive accolades

MCLEAN, Va., January 30, 2008 – Managed Objects, the Business Service Management (BSM) Company, today announced it has its best quarter ever with nearly 20 percent growth over the same quarter last year. The fourth quarter was a period marked by not only the company's tenth anniversary, but also by two dozen new deals, a strong renewal rate for the fourth consecutive year among its existing customer base, the successful launch of an innovative new offering, and further expansion of the company's presence in Europe. Managed Objects expects its consistent growth to continue on the strength of burgeoning demand for BSM, which independent industry analyst and consulting firm Enterprise Management Associates® estimates to have grown an average of 50 percent over the last two years, and for BSM projects to rise steadily over the next several years.

“In 2007, companies worldwide began to realize that their investments around individual pain points like service level management or configuration are not just easing those pains, but also giving them the tools to reach the next level in proactive management,” said Siki Giunta, President and CEO of Managed Objects. “This is the BSM message we've been spreading for ten years – that the ability to simultaneously control change, manage impact and communicate value is well within reach.”

Managed Objects is consistently placed at the top of shortlists for the best approach to BSM, SLM and CMDB projects by a full spectrum of industry analysts, which most often praise the company for its vendor-agnostic integration capabilities, as well as for its steady stream of innovations delivered through top-down, business perspective-oriented implementations. For example, the U.S. Customs and Border Protection agency, a new customer signed in 2007, is using Managed Objects' BSM to integrate disparate network and infrastructure data from pre-existing tools. Similarly, Managed Objects' approach allows the State of South Carolina, another new customer, to simultaneously consolidate multiple IT management tools like CA Service Desk, Microsoft MOM and Cisco Works.

"BSM solutions really are coming into their own as the market continues to mature through consolidation, adoption of proven

best practices increases and a better understanding of the value of the direct link between business operations and IT becomes clear," explained Lisa Erickson-Harris, the Enterprise Management Associates® research director in charge of the firm's report, The SLM and BSM Market Forecast for 2008 to 2012, in a press announcement released earlier this month.

Key Q4 highlights include the following:

- Across Europe, Asia Pacific and North America, Managed Objects won 24 new deals, including new licenses and professional services.
- Managed Objects publicly announced two new 2007-customer wins in Q4 with the US Customs and Border Protection agency and the State of South Carolina.
- Publicly announced the quality of Managed Objects' offerings and service spurred expansions of projects in 2007 among existing customers, including PetroChina's third investment in Managed Objects' software since May 2006 and a multimillion-dollar deal expanding an implementation for a major European banking customer.
- Successfully launched Service Contract Management™ (SCM), an innovative new offering designed to accelerate the composition and creation of Service Level Agreements (SLA) and increase the effectiveness and accuracy of service level management (SLM) teams, enabling them to work more productively on accurate SLA monitoring and reporting activities.
- Strong EMEA sales and growing regional demand drove expansion of the company's European presence through a new office in Zurich, Switzerland.
- In the company's tenth anniversary year, President and CEO Siki Giunta was honored with the 2007 Stevie Award for Women in Business, as Best Executive among those at like-sized peer companies

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About Managed Objects

Managed Objects is the Business Service Management Company. Companies use our solutions to more effectively monitor, manage, and model their IT enterprise. Our unique service perspective overlays existing management tools so complex IT infrastructures can be managed, not as a set of components, but rather as the set of services that IT delivers to the business – services like order processing, e-commerce, online trading, or email. Companies that use Managed Objects realize measurable improvements in IT service quality, cost savings, and increased IT responsiveness.

A venture-backed company headquartered in McLean, Va., with operations in the U.S., Europe, and Asia Pacific, Managed Objects is consistently acknowledged by leading industry analysts as well as industry leaders like AIB, CSC, Credit Suisse, DISA, Fidelity Investments, JPMorganChase, Progress Energy, Verizon and other global organizations who rely on Managed Objects BSM technology. For more information, visit www.managedobjects.com.

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