

PRESS RELEASE

DERDACK LAUNCHES MESSAGE MASTER® ENTERPRISE ALERT 2010 AND ENHANCES BUSINESS CONTINUITY AND CUSTOMER SATISFACTION

LATEST VERSION EXTENDS AUTOMATED ALERTS AND NOTIFICATIONS BEYOND THE ENTERPRISE BOUNDARIES

Potsdam, Germany, 18 November, 2009: Derdack (www.derdack.com), provider of mobile messaging platforms and notification workflow software today announced the launch of message master® Enterprise Alert 2010 which combines automated alerts and notifications to enhance business continuity and systems uptime for critical services. Using incident-forward communications, notifications can go beyond the enterprise's boundaries to customers and suppliers thus raising satisfaction levels.

Matthes Derdack, Managing Director of Derdack explains, "We could see that our notification workflow software provided many benefits to companies looking to maintain service uptime. It was a logical step to extend the multi-destination notification functionality to communicate with a broader audience. A proactive incident-forward communication strategy ensures users and customers are kept up to date on any issues that have affected service availability. This prevents lost staff productivity, raises customer satisfaction levels and reduces the number of support calls that are generated regarding the same incident."

message master® Enterprise Alert has become an established product for companies looking to consolidate and manage alerts and notifications for systems monitoring. The software has been enhanced to make message master® Enterprise Alert 2010 ultra reliable so it can function effectively as part of critical systems infrastructure. There are a number of additional features for a fully redundant set up to ensure it is always available to act as a central alert and notification hub.

Building on Derdack's philosophy of solving complex matters and sophisticated tasks through inspiring, intuitive yet powerful software products, the user experience has been improved making message master® Enterprise Alert 2010 even easier to use. A close working relationship with Microsoft ensures that users see a familiar interface leading to faster adoption and consequently quicker deployment and operation.

Other improvements include:

- Greater two-way integration with third-party applications including industrial systems via OPC
- Customers, suppliers and employees can define and self-manage notification subscriptions and preferences via an online portal
- Easier reporting and export of data into applications such as Excel
- Better filtering of double events
- SOAP-based SDK for software developers

Matthes Derdack concludes, "The new version builds on the foundations established when we launched message master® Enterprise Alert. The software is proven in a wide range of customer scenarios to help maintain systems availability and reduce the mean time to repair (MTTR). We have listened carefully to customer feedback and incorporated a range of exciting new features which will extend the product's capabilities around business continuity and customer satisfaction. It also aids real-time managerial decision making, for example determining when to put a disaster recovery plan into operation."

Key features of message master® Enterprise Alert 2010:

- Links to multiple event sources such as IT (Microsoft System Center, IBM Tivoli, HP Openview, etc), facilities management, manufacturing and Business Process Monitoring (BPM) systems
- Automated and intelligent alert and notification workflows following the closed-loop principle
- Multiple 2-way communication channels, e.g. voice, SMS, email, IM, fax, MMS
- Communication with multiple audiences, such as service technicians, managers, users, clients and suppliers
- Full audit trail and real-time reporting capability

ABOUT DERDACK GMBH

Derdack is an independent software vendor offering mobile messaging platforms and notification workflow software. Derdack's premium products provide clients with unsurpassed service innovation and business continuity. Derdack is headquartered in Potsdam, Germany and has several hundred installations worldwide. A thriving Partner channel extends the company's reach globally.

Derdack is recognized for its intuitive yet inspiring software products and has customers in over 50 countries worldwide and in all verticals. Clients include BMW UK, Caterpillar Belgium, Daimler, Microsoft Ireland, Roche Switzerland, Siemens Germany, Steria UK, Symantec and Telstra Australia. For further information please visit www.derdack.com.

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