

## PRESS RELEASE

### DERDACK JOINS MICROSOFT SYSTEM CENTER ALLIANCE - INTEGRATION OF MESSAGE MASTER® ENTERPRISE ALERT WITH SYSTEM CENTER OPERATIONS MANAGER ENHANCES BUSINESS CONTINUITY

**Potsdam, Germany, 4 November, 2009:** Derdack ([www.derdack.com](http://www.derdack.com)), provider of mobile messaging platforms and notification workflow software, today announced that it has become a member of the Microsoft System Center Alliance. The integration of Derdack's message master® Enterprise Alert software with Microsoft System Center Operations Manager 2007 provides customers with enhanced business continuity and capabilities for fully automated alerts and notifications to service staff, managers and IT users.

The aim of the System Center Alliance is to create, nurture and grow a strong partner ecosystem around the System Center suite of systems management products. Together the member solutions provide sophisticated and effective IT and systems management functionality. In order to join the System Center Alliance, Derdack demonstrated that it had built the necessary connectors from message master® Enterprise Alert to the System Center Operations Manager and System Center Service Manager products, and that it had been implemented at multiple customer sites.

Matthes Derdack, Managing Director of Derdack commented, "We have designed message master® Enterprise Alert to offer seamless integration to the System Center products. Its advanced alert and notification features provide customers with a reliable way to reduce their mean-time-to-resolution and thus ensure greater business continuity. Derdack works closely with Microsoft, and we are proud that our notification workflow software has met the relevant criteria and been accepted into the System Center Alliance."

"We are pleased to see Derdack integrate System Center Operations Manager with their notification workflow software," said JD Marymee, director of strategic partner alliances, Management and Services Division at Microsoft Corp. "Mutual customers will benefit from improved business continuity and higher levels of service reliability. We are pleased to work with Derdack to further the capabilities offered by the System Center products and help customers reduce the risk of service or business interruption."

Minimising service downtime is a business critical activity and automated alert and notification workflows are an essential component of this. message master® Enterprise Alert allows companies to rapidly and reliably alert service staff via multiple communication channels such as voice, text messaging, IM and email, to track the delivery of alerts, escalate critical problems to managers and perform incident-forward communication to inform affected IT users. The 2-way product connector of message master® Enterprise Alert minimises the effort required to implement custom notification workflows alongside Microsoft's leading products for systems maintenance and monitoring.

Derdack will be exhibiting in the System Center Partner Pavilion at the Microsoft TechEd Europe conference on 9-13 November in Berlin. This key business event highlights important technology, strategies and solutions around the Microsoft family of products.

## 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](http://www.derdack.com).

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