

PRESS RELEASE

BOEHRINGER INGELHEIM SAVES OVER \$0.5M BY PREVENTING SYSTEMS DOWNTIME WITH MESSAGE MASTER® ENTERPRISE ALERT - DERDACK'S NOTIFICATION WORKFLOW SOFTWARE ENSURES RAPID RETURN ON INVESTMENT

Potsdam, Germany, 4 December, 2008: Derdack, provider of mobile messaging platforms and notification workflow software today announced that Boehringer Ingelheim, a leading pharmaceutical company, has integrated Derdack's message master® Enterprise Alert into its IT infrastructure. The software is used to ensure maximum systems uptime and when faults do occur, e.g. with Windows servers, they can be immediately rectified.

“By giving us the ability to solve problems before it affects our business users we have lowered our business risks and message master® Enterprise Alert more than paid for itself after the first two faults were fixed. Dealing more effectively with these alerts has saved us over \$0.5m in lost company-wide staff productivity,” said Jasper Zwarts, IT Network Engineer, Boehringer Ingelheim.

Every time Boehringer Ingelheim is able to rapidly recover from a fault, it saves literally hundreds of hours of staff productivity. The IT department can now offer a more proactive service and maintain high levels of availability which ensures they provide an efficient and reliable IT infrastructure with a lower risk of business interruption.

Without any method of notification workflow, Boehringer Ingelheim faced an unacceptable level of risk of interruption to its business continuity. Zwarts commented, “We looked at a number of alternatives but it soon became clear that message master® Enterprise Alert was a robust product and well suited to our requirements. Working with its intuitive Windows interface makes ongoing maintenance a simple process.”

Common faults include interruption to the power supply or the server room overheating and this could lead to servers automatically shutting down. message master® Enterprise Alert is now interfaced with an internal system that monitors the status of the servers and the uninterruptible power supply (UPS). If an event occurs, an alert is sent via SMS to a member of the on-call support team. And even going beyond simple send-and-forget notifications message master® Enterprise Alert's automated workflow ensures the alert is escalated to the next person in the chain if message delivery fails or an acknowledgement is not received,

“message master® Enterprise Alert gives us complete confidence that any factors that affect our Windows servers will be immediately notified to the relevant support member. Faults can therefore be fixed with minimum impact on the company. This is especially important where they occur over the weekend and we can now minimise the impact on IT service availability during our core business hours. I would estimate that we have improved systems uptime by 1%,” concluded Zwarts.

Matthes Derdack, Managing Director of Derdack commented, “Boehringer relies on continual availability of its IT systems and the implementation of notification workflow software has enabled the company to react to problems more efficiently and thus operate high levels of business service availability.”

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.

CONTACT

Adam Osman, Rivercalm, adam.osman@rivercalm.com, +44 (20) 7152 6118, www.rivercalm.com

Kathleen Zschieschang, kzschieschang@derdack.net, +49 331 29878-23