



FOR IMMEDIATE RELEASE

matrix42 Latest Empirum Feature Pack Adds IT Infrastructure Support for Virtualization and User-Provisioned Client Computing

Market demand drives Q3 extension of Empirum SME promotion with new "Add-on 2" features.

ATLANTA, GA – August 4, 2008 – [matrix42](#), developer of Empirum, a leading solution for IT Life Cycle Configuration Management, today announced the record success of its Empirum product for the small- to medium-sized enterprise (SME), and the addition of automated capabilities to improve IT service delivery and eliminate user down time. Released in May at special market-entry pricing, the Empirum SME "Success Pack" met strong market demand for a single solution for the mid-market, resulting in record sales for matrix42 North America during Q2. The company will continue to offer the special pricing for the newest release of Empirum with its "Add-On 2" feature pack, now available to new customers.

"We selected the matrix42 Empirum SME package because we needed a solution that would help us effectively manage our IT assets and minimize the time spent on everyday IT management tasks," said Rodney Freeman, manager, Information Technology, Duncan Regional Hospital, Oklahoma. "We believe that Empirum will streamline our hardware and software management process, enabling IT to successfully provide the services needed by our fellow team members, and allow time to work on more progressive tasks. As a rural regional hospital, we have all of the large hospital IT issues but fewer resources. Therefore, we are looking forward to getting Empirum implemented and begin reaping the benefits provided by this IT life-cycle management software."

With the release of Empirum and its Add-on 2 features, matrix42 adds fully automated installation of the VMware ESX 3.x virtualization host server and the operating systems within that virtualized environment. Empirum's auto-installation eliminates the difficult hardware configuration process. As an industry first, Empirum now allows a fully integrated "Ship to Desk" process based on PC self-provisioning to quickly add computers to the network. New Web console access lets users self-configure clients to increase productivity. Empirum's Web management console with role-based, group policies ensures accurate configuration management. Empirum delivers broad-base IT infrastructure support to help SME IT system managers better plan, deploy, manage and secure desktops, servers and mobile devices.

"Today's PC Life Cycle Management and Configuration solutions are starting to support new client architectures that have emerged in the last two years, improving efficiency and management," said Terrence Cosgrove, senior research analyst, Gartner. "Now the trend toward application virtualization as an alternative packaging and deployment method is growing. In the next 2 to 5 years over 50% of medium to large enterprises will adopt application virtualization to reduce costs and complexity throughout their PC lifecycle." *

New features in Empirum Add-On 2 include enhanced OS provisioning and support for 64-bit Windows, to ease legacy application management. The latest release also provides the following IT infrastructure support.

- **Optimized Server Provisioning.** Automated RAID and BIOS configuration during OS provisioning streamlines processes.
- **Stronger branch office link to central site.** Enables offline use of Empirum staging servers including PXE and WOL without a direct database connection to the central site. Reduces license DB costs and optimizes support for branches with weak links.
- **Enhanced Web Console.** Enables easy to use remote administration now with Windows-based authentication, and activation and deactivation of single computer and software groups.
- **Remote Power ON and OFF.** To assist Green IT initiatives, Empirum now provides user-friendly options to shut down computers remotely and wake them up for remote management during non-working hours. This saves energy and increases productivity.
- **Reduction of client/server and bandwidth load.** Inventory allows partial or full network device scanning to allow short interval update-only scans for load management and business continuity.

“We are delighted by the market response to our SME promotion bundle in North America. matrix42 is committed to giving the small and medium-size businesses and IT executives the best configuration management solutions available that allow them to keep pace with advances in cost-saving IT practices,” said Richard Ashe, vice president of global marketing, and North America business development, matrix42. “Many of the innovations we make are driven by our customers’ demand, and support current and critical IT initiatives, such as deployment of virtualized environments, simplifying rollouts with a ‘Ship to Desk’ capability, and the launch of Green IT initiatives. These new features add tremendous value for our customers and translate into immediate benefits in efficient IT performance to help any business remain competitive.”

About Empirum

The newest Empirum with the Add-On 2 feature pack is immediately available, and includes: Inventory, OS Installer, Software & Patch Management, either Personal Backup or Easy Recovery. For more information, call +1 888-mx42-USA or email info@matrix42.com.

About matrix42

matrix42 is an independent software company and the developer of Empirum, a leading IT Life Cycle Management solution that allows companies to manage servers, desktops, laptops and mobile devices in a totally automated and highly efficient way. Companies such as BMW Switzerland, T-Systems, Gerling and ING-DiBa are among its many customers. matrix42 serves customers directly and through its international partner network. For more information, visit www.matrix42.com.

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*Gartner Research Inc., "Strategic Planning for Application Virtualization", Ronni Colville, Terrence Cosgrove, May 16, 2008 ID:G00157676

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