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ManageEngine to Debut Private Social Network Exclusively for IT at Interop

Industry-First Social Networking Service Designed for IT — ITPulse — Drives Real-Time IT Management in a Secure, Collaborative and Fun Environment

- **Single page of threaded discussions supports likes, comments, tags and @mentions**
- **Supports auto-posting of user actions, alarms, etc. generated by ManageEngine tools**
- **APIs enable integration with IT tools from BMC, CA, HP, IBM and others**

Interop Las Vegas 2012

PLEASANTON, Calif.--(BUSINESS WIRE)--ManageEngine, the real-time IT management company, today announced the debut of ITPulse, the industry's first private social network exclusively for IT teams. ITPulse engages and socializes IT teams by establishing a one-stop, cascading wall for real-time display of IT infrastructure health and collaboration in a secure and fun environment. Integrated out-of-the-box with the company's OpManager and ServiceDesk Plus, ITPulse can also be integrated via an API for third-party tools, such as BMC, CA, HP, IBM and others.

Today's announcement was made as ManageEngine prepares for Interop, the world's largest independent and comprehensive event for IT professionals. Interop will be held May 6–10, 2012, at Mandalay Bay in Las Vegas. ManageEngine will be exhibiting in booth number 2027.

"We're bringing the famous, Facebook-style, multi-threaded cascading wall to IT"

With Facebook, Yammer, Chatter and other social networks soaring in popularity and redefining group communications, why would IT departments adopt ITPulse? Because unlike general audience counterparts, ManageEngine has specifically designed ITPulse to facilitate the unique communications needs of IT groups. In addition to providing a real-time communications channel to facilitate real-time IT management, ITPulse offers several unique advantages including:

- A single wall for all IT team members, which means that everybody "follows" everybody
- Exclusivity to IT, confining IT-related matters to IT team members
- A secure, critical line of communication during emergencies
- A venue for IT to have fun and blow off steam

"We're bringing the famous, Facebook-style, multi-threaded cascading wall to IT," said Dev Anand, ITPulse product manager for ManageEngine. "In addition to its day-in, day-out advantages, ITPulse can serve as a secure, critical line of communication during emergencies — especially for large enterprise IT teams that have to collaborate overseas or across multiple locations. And it's a place where sysadmins and other IT staff can blow off steam and have a little fun because they now have a better communication platform that replaces the old email-based communication."

Making IT fun is a daunting prospect, given the gravity of the IT profession. In IT, jobs are on the line 24x7 — whenever user experience suffers, systems fail, business services slow down, SLAs aren't met or any other issues arise. To relieve the constant pressure and restore sanity, ITPulse creates a safe haven for IT teams. They can view, discuss and collaborate on IT issues in a light-hearted, humorous manner that makes other IT staffers smile or laugh out loud, but might be unappreciated or misunderstood by users in the rest of the company.

Taking the Corporate IT Pulse

ITPulse reflects the experience and expertise ManageEngine has developed in serving more than 60,000 customers representing more than one million IT users worldwide. The overarching goal of ITPulse is to improve the quality of information and communications for IT users. To that end, ManageEngine is making ITPulse available as both a standalone SaaS service as well as a module that will integrate with its portfolio of IT management tools, including

- **OpManager** – User actions, such as alarm pickup, alarm clear, alarm delete and alarm notes, will be reflected automatically on the ITPulse wall.
- **ServiceDesk Plus** – User actions, such as 'add a knowledge-base article,' 'add a problem request,' 'add a change request,' and 'approve a change request,' will be posted on the ITPulse wall automatically. Additionally, users working from within the ITPulse UI will be able to initiate actions in ServiceDesk Plus.

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The integrations, in turn, drive powerful automations that streamline IT collaboration in problem prevention and resolution. For example, if a network admin makes a change to a router config file, which is picked up by change management software and reported in OpManager as an alarm, the data gets posted on the ITPulse wall if someone acknowledges the alarm or adds notes to it — a much faster process than communicating via email or telephone.

ITPulse includes group-in-group support, which lets sub-teams within an IT team privately chat among themselves, keeping private discussions intact and posting only the key findings to the entire team.

In addition to ManageEngine users, the company is making ITPulse available to all IT community members regardless of the tools they use to manage their networks. The ITPulse API is open, enabling integration with tools from BMC, CA, HP, IBM and other vendors, as well as with homegrown management solutions, such as a daily back-up script for a storage area network.

Pricing and Availability

ITPulse is currently in beta release and available immediately to ManageEngine users, as well as users of third-party IT management tools from BMC, CA, HP, IBM and others. While in beta, ITPulse is free of charge to all users. When ITPulse becomes generally available in the third quarter 2012, it will be free of charge for up to two users, and customers may add additional accounts at $5 per month, per user. Users can sign up for ITPulse at https://beta.youritpulse.com/signup.

For more information on ITPulse, please visit http://beta.youritpulse.com. For more information on ManageEngine, please visit http://www.manageengine.com; follow the company blog at http://blogs.manageengine.com, on Facebook at http://www.facebook.com/ManageEngine and on Twitter at @ManageEngine.

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About ManageEngine ITPulse

ITPulse is a private social networking site for IT. With ITPulse, IT organizations can build a social wall that reflects the day-to-day pulse of IT. By bringing ManageEngine and/or third-party IT tools and IT teams together on the same page via APIs, ITPulse helps establish real-time collaboration even from outside the company's communication boundaries. For more information on ITPulse, visit http://beta.youritpulse.com.

About ManageEngine

ManageEngine delivers the real-time IT management tools that empower an IT team to meet an organization's need for real-time services and support. Worldwide, more than 60,000 established and emerging enterprises — including more than 60 percent of the Fortune 500 — rely on ManageEngine products to ensure the optimal performance of their critical IT infrastructure, including networks, servers, applications, desktops and more. ManageEngine is a division of Zoho Corp. with offices worldwide, including the United States, United Kingdom, India, Japan and China. For more information, please visit http://www.manageengine.com/; follow the company blog at http://blogs.manageengine.com/, on Facebook at http://www.facebook.com/ManageEngine and on Twitter at @ManageEngine.

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Tags: ManageEngine, real-time IT, Zoho, ITPulse, OpManager, ServiceDesk Plus, BMC, CA, HP, IBM, Interop, Facebook, Yammer, Chatter, social network, desktop management, help desk, network monitoring, virtualization monitoring, workflow automation, virtualization, cloud, IT management, business service management, application performance management, user experience monitoring, network management, server management

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