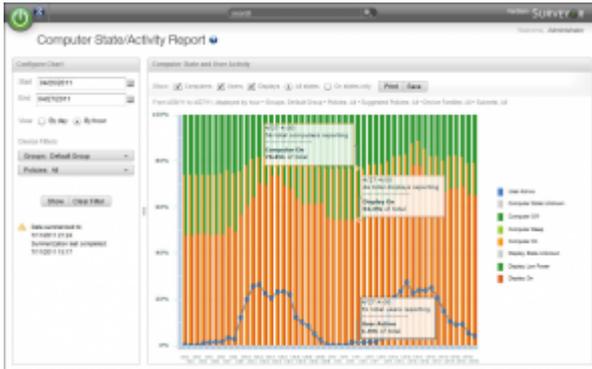


## Verdiem Unveils New Platform with Surveyor 6

### Platform Enables New Business Intelligence and Analytics, Enabling the Enterprise to Optimize Energy Savings and Make Better IT Operating Cost Decisions



SEATTLE ? Oct. 26, 2011 ? Verdiem, the industry leader in PC power management, today announced the release of Surveyor 6, its next generation platform for IT energy management and efficiency. With the Surveyor 6 release, Verdiem extends its capabilities well beyond PCs and Macs to monitor and manage energy consumption and utilization across a broad range of network connected IT devices. To unlock the value of this critical utilization data, Verdiem has partnered with Information Builders and integrated its industry-leading business intelligence platform into Surveyor 6. Using advanced analytics and reporting, Surveyor customers can optimize their energy consumption and make better overall decisions about reducing IT operating costs.

As a pioneer in energy management, Verdiem was chosen by Cisco to help develop components of their network energy management technology, known as EnergyWise. Using Surveyor 6, customers can now measure and manage energy consumed by a wide variety of network connected devices including IP phones, power distribution units (PDUs), and other network connected devices.

Going forward, the new Surveyor platform will allow Verdiem to more rapidly continue its strategic direction to capture rich device utilization data across a broad range of IT devices to help organizations improve their IT efficiency while reducing energy costs and consumption.

"In today's challenging economic climate, many companies continue to look for ways to be more competitive and reduce operating costs," said Andy Lawrence, research director at The 451 Group. "Verdiem's highly accurate device usage data and enterprise-class business intelligence engine provides financial managers and IT professionals with information to make critical cost-saving decisions today, and plan and execute for the future. It makes the business case for being green while providing tangible benefits for the entire IT operation."

## Significant Cost Savings Potential

Within a typical organization, IT is the second largest consumer of energy at 25 percent of total energy consumption; 50 percent of that energy is consumed by PCs, Macs, monitors and network connected devices such as IP phones, routers, switches and PDUs. As energy rates rise, so will operational costs.

“Many organizations rely on end users to turn off machines each night and operating systems to reliably move machines to lower power states,” said John Scumnotales, president and CEO of Verdiem. “That’s a lot to assume and expect. After using Verdiem Surveyor to discover their baseline energy usage, our customers uncover a reality that is far different; they find PCs and Macs are on far longer than they expected. They also start to realize how much energy they consume by having all of their IP phones on 24 hours a day, 365 days a year. They then use Surveyor to implement policies to ensure IT devices optimize energy use and provide an organization with tremendous savings, often in excess of a million dollars per year.”

Surveyor 6 enables organizations to measure energy savings for their distributed IT devices. Its dashboard provides at-a-glance results while also supporting the ability to drill down for deeper analysis. Three-D charts help visualize energy consumption patterns and quickly identify opportunities for further cost savings. Reports also can help IT inform budget discussions with the business units that it serves.

## Expanded Energy Management Capabilities

Surveyor 6 uniquely monitors actual activity for PCs and Macs, tracking keyboard usage, mouse clicks and CPU usage, among other measures. With this detailed utilization information, IT can identify work patterns by department, location, or other appropriate group within the organization. Based on these patterns, Surveyor provides flexibility to create energy management policies that accommodate specific needs rather than a one-size-fits-all approach, balancing user productivity with energy savings.

As a result of the highly accurate measurement approach, Surveyor is the industry’s only independently verified and validated solution that arms IT staff with reliable information about energy usage and insight into ways to save.

“This new platform will make us more effective and productive in managing our PC fleet,” said Brian Wood, network engineer in the Marshall School of Business at the University of Southern California. “We’re also looking forward to additional energy savings opportunities by managing our network devices. Advanced analytics can help us identify underutilized devices, providing cost savings opportunities.”

## Enhancing IT Efficiency

With Surveyor 6, IT gains centralized management over their distributed IT devices. For large organizations, Surveyor supports distributed administration and role-based security. With Verdiem’s patented Wake-On-Wan technology, IT can centrally wake remote systems,

helping ensure the success of software updates and patch management.

With the new advanced analytics, Surveyor also helps IT assess actual device usage to determine which machines are underutilized and where efficiencies can be gained through consolidation or rightsizing.

Surveyor delivers enhanced IT efficiency at a low total cost of ownership with a new Web 2.0 administration console, simple single-server installation within minutes, and low monthly maintenance ? typically a few hours per month.

?We?ve heard from customers about the many IT benefits of using Surveyor,? said Scumnotales. ?This includes diagnosing network connectivity issues or desktop issues, reduced wear and tear by helping implement energy management policies, and reduced labor costs due to central management, among other savings. We help IT do their job better, and the whole organization benefits.?

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