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**MIR3 NAMED PARTNER IN MICROSOFT SYSTEM CENTER ALLIANCE**  
*Company also Announces TelAlert® 6e Enterprise IT Notification Solution is 'IBM Tivoli Ready'*

BARCELONA, Spain (Nov. 4, 2008) – [MIR3 Inc.](#)<sup>TM</sup>, the leading provider of Intelligent Notification (IN<sup>®</sup>) systems announced today at the [2008 Microsoft TechEd/IT Forum](#) that its flagship IT event notification solution, TelAlert 6e, has been integrated into the [Microsoft System Center Alliance](#), which will strengthen internal communications to pre-determined contacts locally or globally in minutes. The System Center Alliance strives to develop a partner ecosystem that will enable Microsoft to provide the best IT management platform—and the best-managed platform—in the industry.

Purpose built SOA applications for Microsoft Systems Center Operations Manager (SCOM), OpsMgr 2007, SCVMM 2007, ITSM helpdesk or Configuration Manager 2007, MIR3 provides two-way notification communications for both enterprise and IT functions across any industry, business or operation. The highly flexible MIR3 [inEnterprise](#)<sup>TM</sup> and [TelAlert](#)<sup>®</sup> automated notification platforms have become the solutions of choice for the majority of the [FORTUNE 100](#), as well as 19 out of 25 of the world's largest banks, and more than 200 colleges and universities across the United States. More than 15,000 licenses have been sold worldwide.

“Today’s Enterprise IT managers are mobile and are constantly juggling meetings, travel schedules, and other daily tasks out of the office. They also need to address IT events that adversely affect their mission critical systems on the go.,” said Frank Mahdavi, chief strategy officer for MIR3. “When critical systems encounter problems it is imperative that key personnel are notified of the issue—at any time, day or night. Fully integrated with the Microsoft SCOM and based on rules configured in the SCOM server, MIR3’s [TelAlert 6e](#) reaches out to the enterprise workforce in the shortest amount of time to ensure proper action is taken to mitigate problem quickly.”

In addition to MIR3’s acceptance into the Microsoft System Center Alliance, the company has also made significant strides with IBM and today announced its flagship TelAlert 6e product has been certified “IBM Tivoli ready,” with [Tivoli Enterprise Console](#) and [Tivoli Netview](#) software.

TelAlert 6e is the latest solution from MIR3, built exclusively for enterprise messaging service. It provides a fully integrated and assured communications channel by making use of existing investment in corporate Web portals, databases, and business applications. In addition, its service-oriented-architecture (SOA) platform extends the service beyond IT and network management usage to the global enterprise, and uses intelligent device scheduling, escalation and distribution rules to reach individuals best-equipped to resolve enterprise IT problems.

A live demonstration of MIR3’s TelAlert6e automated notification offerings integrated with Microsoft SCOM, will be conducted at station 4 in the Microsoft Partner Pavilion, at the 2008 TechEd/IT Forum. The event takes place Nov. 3-7, 2008 in Barcelona, Spain.

(more)

For additional information on MIR3, or to speak to executives and/or end-users, please contact Kelly Hamor at (619) 234-0345 or [hamor@formulapr.com](mailto:hamor@formulapr.com).

### **About Microsoft's System Center Alliance**

Microsoft's System Center Alliance offers a partner ecosystem that enables Microsoft to provide not only the best management platform, but also the best managed one in the industry. The System Center Alliance supports its partners by helping them integrate and develop on both the Windows platform and System Center. It also provides regular communications regarding technologies, products and programs, key events, as well as a forum for resources and information on Microsoft's System Center Essentials, a set of proactive IT systems management software products and technologies designed for midsized businesses (up to 500 PCs and 30 servers). Additional information can be found at <http://www.microsoft.com/systemcenter/en/us/alliance-program-overview.aspx>.

### **About MIR3**

San Diego-based MIR3, Inc. is the leading provider of Intelligent Notification systems to enterprises, universities and government organizations, offering the industry's only Global Enterprise Platform. MIR3's real-time, two-way notification solutions are trusted by more than 80 of the *FORTUNE* 100 companies, more than 200 esteemed colleges and universities, and numerous local, state and federal agencies. MIR3's Global Enterprise Platform features products that disseminate mission critical information to and from any communication device across any medium including e-mail, landline, mobile phone, SMS, pager, PDA, satellite phone, TTY, and fax. For more information, please visit [www.mir3.com](http://www.mir3.com).

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