

FOR IMMEDIATE RELEASE

MIR3 Integrates TelAlert 6e Enterprise Notification System with Microsoft System Center Operations Manager

Accelerate mean-time-to-resolution by connecting your people with TelAlert 6e Intelligent Notification

SAN DIEGO – Jan. 8, 2008 – [MIR3™](#), a leader in [Intelligent Notification \(IN®\)](#) solutions for global enterprises, today announced complete two-way integration of its [TelAlert®](#) Messaging Server with Microsoft System Center Operations Manager 2007. Organizations using System Center Operations Manager 2007 notify and escalate critical events to end users on any protocol or device by integrating TelAlert 6e. This powerful combination of leading enterprise management solutions speeds problem resolution, improves service levels and minimizes outages.

The most time-critical aspect of IT systems management activities is not network-based machine-initiated communications, which are instantaneous, but rather the human-to-business-process connection, a void that can be minutes or even hours in length. TelAlert bridges this gap by automatically receiving error conditions from System Center Operations Manager 2007 and instantly delivering notifications to specific staff for resolution of the particular issue detected.

To ensure the fastest possible response, TelAlert uses intelligent scheduling, escalation and distribution rules to reach individuals with the best skills to resolve the problem. It chooses the best communication device (e.g., email, land line, cell phone, fax, PDA) for the notification; keeps track of mobile devices, protocols, user and group duty schedules; it retries communication attempts; and it

escalates within and between problem and incident management groups until a resolution is reached.

“Intelligent enterprise notification with TelAlert 6e and Microsoft System Center improves efficiency and effectiveness in all aspects of IT service management,” said Greg Fisher, director of product management for TelAlert at MIR3. “System Center Operations Manager finds the problem; TelAlert lets you know about it. Using TelAlert with System Center Operations Manager improves operations and reduces costs for all System Center applications that work with Operations Manager.”

“System Center Operations Manager 2007 is designed to help customers control costs and improve efficiency with end-to-end IT service management,” said Carl Coken, principal program manager, Management and Solutions Division at Microsoft Corp. “Along with MIR3’s Intelligent Notification system, customers can achieve enterprise-class service automation by going out of the data center and connecting to the people in the field that can solve the problem fast.”

About MIR3

[MIR3™](#) provides automated [Intelligent Notification \(IN®\)](#) solutions for global and enterprise-wide communications and business continuity. MIR3's inEnterprise™, inGovAlert™, inCampusAlert™, inTechCenter™, inAlertCenter™, inWebServices™ and inConnect™ are built on a geo-dispersed, scalable telephony and application server platform that directs the global dissemination of time-urgent information to and from any communication device across any communication medium. With its recent acquisition of [TelAlert®](#), MIR3 now also offers TelAlert branded products such as TelAlert 6e systems. MIR3's nearly 5,000 customers include more than 80 colleges and 80 of the Fortune 100, including the world's top petroleum, soft-drink bottling and consumer goods companies, and organizations such as IAC Interactive (which operates TicketMaster and Match.com), Belkin Worldwide®, US Air Force, NASA, Homeland Security's National Medical Response Teams, The American Red Cross, LA County Department of Health and the County of

Orange, California, which has 1.4 million recipients loaded in its MIR3 Intelligent Notification system. For more information visit www.mir3.com or contact 858.724.1248 or pr@mir3.com.

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