

DATE

November 10, 2014

SECTORS

Technology & Software

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DC Advisory advised Uptime Software on the acquisition of Idera

HOUSTON—Idera, a leading provider of application and server management solutions, today announced the acquisition of Uptime Software Inc., a leading provider of IT systems monitoring solutions. The acquisition of Uptime will accelerate Idera’s expansion into Application Performance Monitoring (APM) and IT Operations Management. Earlier this year, a report by the global IT research firm, 451 Research, positioned Uptime as a “strong alternative to the Big Four IT management vendors for companies wanting comprehensive and unified performance monitoring.”

Idera’s commitment to rapid product advancement focused on ease of use will extend this advantage and offer a robust, low-cost solution to customers exploring ways to ease the cost and overhead burden of competing solutions. Idera’s top priority will be accelerating and expanding Uptime’s existing product strategy. Idera’s product leadership team will work with Uptime customers and developers to identify the highest value solutions to ensure a robust and valuable customer proposition. T

he new product team expects to communicate the enhanced plan within 45 days, with first product releases in early 2015. The acquisition of Uptime marks the third purchase by Idera in the last 16 months, including Precise Software, an application performance management company, and CopperEgg, a SaaS-delivered cloud server and application monitoring company.

Idera will continue a strategy of thoughtful acquisitions combined with organic investment to quickly expand its IT management product portfolio. Idera used DC Advisory* as its buy-side advisor and Horzepa, Spiegel Associates PC as legal advisors. Arbor Advisors acted as the exclusive advisor to Uptime in the transaction.

Uptime has built a lightweight, easy-to-use server and infrastructure monitoring tool with best-in-class reporting for Service Level Agreement management and capacity planning. Uptime is well-architected and ready for expansion into other areas of IT performance monitoring, including deeper application monitoring, cloud monitoring, and integration with Idera’s award-winning database performance monitoring products. The combined technology will give our customers

an unprecedented level of easy-to-use, low cost, end-to-end IT performance monitoring.

Josh Stephens
Vice President of product strategy at Idera

We are delighted to add Uptime to the Idera family of world-class monitoring products. Uptime's founders focused on building high-velocity, easy-to-use products. Idera will maintain the features and innovations valued by Uptime customers, while leveraging our resources to continue to be the most user-friendly, scalable APM monitoring solution on the market. The Uptime acquisition affirms our mission to innovate organically and through rapid acquisitions.

Randy Jacops
CEO at Idera

*[*Find out more about DC Advisory >](#)*