



News Release

Atrium Dependency Mapping Skills Enhanced by Datatrend Technologies Partnership

IT Prophets Formalizes Partnership with Datatrend Technologies

March 2, 2010. Atlanta, GA. To deliver added value to new and existing BMC ADDM (Atrium Discovery and Dependency Mapping) clients, IT Prophets has formed an alliance with Datatrend Technologies. Building on the IT Prophets strengths of Remedy, Atrium, and IT Service Management this partnership will be complemented by Datatrend's strengths around dependency mapping and server configuration management with the former Tideway software portfolio. In October 2009, BMC Software acquired Tideway rebranding what was the Tideway Foundation to Atrium Discovery and Dependency Mapping version 8.0.

For new and existing customers, ADDM 8.0 will provide major new capabilities in terms of locating assets for data center projects and relocations, reducing the electrical consumption and analyzing the overall carbon footprint of an IT organization, and realizing substantially more value from their configuration management database (CMDB).

Additionally, this relationship will quickly enable pre-ADDM 8.x customers to have a solid approach to upgrading while maintaining the reliability and integrity of their existing Atrium CMDB on the Remedy platform.

Datatrend's expertise with the Tideway Foundation was reviewed by the IT Prophets team and was chosen based on their technical abilities, responsiveness, company background, and customer successes. Jean Landmesser, Managing Partner of IT Prophets summarizes the partnership as "We feel strongly that the combined value of this partnership will help our current and future clients upgrade smoothly, save money, and realize improved value from ADDM and Atrium."

About Datatrend Technologies

Founded in 1987, Datatrend Technologies is a national IT solutions provider dedicated to helping companies optimize their IT environments and transform their business. Datatrend specializes in best-in-class technology services; server and storage solutions; and data center relocation services. By providing exceptional thought leadership and a customer-intimate approach, Datatrend has earned the respect of customers everywhere as a trusted advisor on business and technology issues. Visit www.datatrend.com.

About IT Prophets

Founded in 2003, IT Prophets is dedicated to providing Innovative Insight into the IT Service Management environments of organizations throughout North America. A proven team of professionals, IT Prophets delivers software products and services that will: transition from a tactical to a strategic support maturity model; attain customer centric and business centric IT service management; install large scale BMC Remedy and BMC Service Desk Express (SDE) implementations; enable robust ITSM SharePoint collaboration; deliver reliable integrations; and provide effective Remedy, SDE and ITIL training and support. IT Prophets is a woman-owned business and is headquartered in Atlanta, GA.

For additional information on IT Prophets visit the IT Prophets web site at www.itprophets.com.

##

Contact: Dan Podsobinski, Dir of Marketing & Alliances
865-429-0664
dpodsobinski@itprophets.com