

POOR APPLICATION MANAGEMENT COSTS UK BUSINESS GBP TWO BILLION ACCORDING TO RESEARCH BY THE BUTLER GROUP

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Research conducted by Butler Group for Wily Technology shows that UK businesses are not effectively managing their business software applications and that the result in lost productivity and loss of business through poor customer service is GBP two billion per year

London — June 8, 2005 — Research conducted by Butler Group shows that UK industry is not effectively managing its IT business application infrastructure because of a lack of proper management and performance systems. Many software applications that have been implemented in the last few years on platforms such as IBM WebSphere, to provide online services and to help speed-up business processes, can present huge management problems for business and IT departments when these fail to perform properly, especially as diagnosing problems can be complex and time consuming as many of these lacked an effective monitoring and performance layer when they were first implemented. In its whitepaper “The Cost Benefit of Monitoring Applications” (May 2005), Butler Group finds that many industries are simply not aware of the hidden costs to the business in downtime and poor performance that a lack of application management causes

Some key findings of the research carried out by Butler Group are as follows:

- poorly performing IT applications cost the world's industrialised nations GBP45 billion annually
- the annual loss to UK industry equates to GBP2 billion
- lost productivity costs the UK Banking industry GBP 120 million per year
- lost productivity costs the UK Retail industry GBP 100 million per year
- lost productivity costs the UK Telco industry GBP 80 million per year
- poor call handling performance due to applications in call centres costs UK industry GBP500 million per year

The figures used in the research, carried out by Michael Azoff, the whitepaper's author and Senior Research Analyst at The Butler Group, are based upon existing data and interviews with end user organisations in banking, Telco and financial services.

Commenting on the findings of the research, Michael Azoff said: “Application performance management is an area of increasing focus and concern in many organizations as they now follow-up on recent investments in putting business processes onto an enterprise application platform. They have now realized that these applications are only as good as their performance and reliability to deliver value to the business and customers, with the associated risks to brand equity, customer retention and business management if these applications are not performing properly.”

Roger Andrews, Vice President EMEA at Wily Technology, said: “This research has highlighted the huge cost to business of not properly managing business applications. Issues such as brand equity, online sales and business performance are all critical aspects to any organization that can be severely effected

by having applications that are giving poor performance or downtime. Wily Technology's Introscope® product is designed to resolve these issues and customers such as Orange and the Royal Mail in the UK are benefiting from this to maximize the performance and reliability of their applications.

Key Facts about Wily Technology

- Wily is the only enterprise application management vendor to manage the entire application platform suite.
- Wily's comprehensive approach helps solve the real problems customers face when deploying today's composite Web applications—bridging multiple teams across the organization and delivering insight on the performance of all aspects of the application.
- Wily's customers include 16 of the top 20 global banks, 6 of the top 10 automakers, 10 of the top 30 global telecoms.

About Butler Group

Butler Group is the premier European provider of Information Technology research, analysis, and advice. Founded in 1990 by Martin Butler, the Company is respected throughout the business world for the impartiality and incisiveness of its research and opinion.

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About Wily Technology, Inc.

Wily Technology is the market-leading provider of Enterprise Application Management solutions. Wily's products enable companies to successfully manage their critical Web applications and infrastructure by providing real-time, end-to-end visibility into the performance and availability of these systems.

Wily's collaborative management approach allows enterprises to rapidly detect and diagnose application slowdowns and failures, and better assess the impact of application performance on business success. This means better customer service, more stable revenue streams, and higher IT productivity. Based on the strength of its innovation, partnerships, and solid customer base, Gartner, Inc. has placed Wily in the leader quadrant in the J2EE Application Server Management Magic Quadrant. To learn more about Wily and Introscope, visit <http://www.wilytech.com/> or call +44 118 902 6531.

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