



### **Media Contact**

Carly Fowler

Articulate Communications Inc.

212.255.0080, ext. 21

[cfowler@articulatecomms.com](mailto:cfowler@articulatecomms.com)

## **Sumerian Named in Two Hype Cycle Reports by Leading Analyst Firm**

*Reports Highlight the Important Role that Analytics and Capacity Management Play in Delivering Business Value*

**NEW YORK and LONDON – Dec. 19, 2011** – [Sumerian](#), a provider of intelligent analytics to some of the world's most innovative companies, today announced that it has been included as a sample vendor in Gartner, Inc.'s "Hype Cycle for Virtualisation, 2011" and "Hype Cycle for IT Operations Management, 2011," reports – graphical representations of how of technologies and applications mature and are adopted over time.

In the Hype Cycle for Virtualisation report, authored by Philip Dawson (July 2011), Sumerian's services were evaluated in the "Capacity Planning and Management Tools" section. The report offers insight into how virtualisation is impacting enterprises and how firms can best deploy capacity planning and IT management solutions to smooth the transition to virtual IT environments. According to the report, "Capacity planning and management is becoming especially critical due to the increase in shared infrastructures, where the potential for resource contention may be greater." It further emphasises that these solutions help to "lower costs and manage risk" during the conversion process.

In the Hype Cycle for IT Operations Management, written by Milind Govekar and Patricia Adams (July 2011), Sumerian was included in both the "IT Operations Analytics" and "Capacity Planning and Management Tools" sections. The report looks at several solutions that can help IT departments support and manage the development and implementation of new technologies to deliver value to the business. IT operation analytics tools, according to the report, "will provide CIOs and senior IT operations managers radical benefits toward running their own businesses more efficiently, and at the same time enable their business customers to maximise opportunities." By the same token, "capacity planning and management tools should be used by organisations that rely heavily on the business processes of the IT organisation to avoid performance issues and avoid excessive infrastructure (including cloud service) costs, and, hence, plan and forecast budgets accurately."

"We have always believed that Sumerian's intelligent analytics has the power to help companies transform their businesses through alignment and optimisation of their IT environments – and being named in two Gartner Hype Cycles affirms the work we have been doing," said Bryan Clark, CEO of Sumerian.

Sumerian's services capture, model and analyse data from existing systems and use it to deliver high impact, expert insight into how effectively IT is aligned to drive efficiencies and support business growth. Sumerian creates an accurate model of all infrastructure resources and the crucial inter-dependencies between them and the applications and business processes they support. By combining sophisticated modelling with expert analysis, Sumerian delivers quantified insight to inform key operational and strategic decisions, from ongoing performance and capacity management to strategic "what if?" scenario modelling.



### **About Sumerian**

Sumerian gives global organisations the insight to make better, faster decisions and align IT accurately to drive business performance. The company's unique approach combines a powerful software-based analytics platform with human intelligence to provide savvy IT leaders the information they need to deliver efficiencies and business growth. Leveraging its expertise in Financial Services and proven deployments with high profile, global companies who rely on complex IT environments, Sumerian delivers the transparency and decision-making framework to optimise existing IT investments for future opportunities.

### **About Gartner's Hype Cycle**

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