



# The Data Center Journal

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## **Aperture Technologies Acquires The Advantage Group**

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Aperture is pleased to announce the acquisition of The Advantage Group (TAG), a leading provider of infrastructure monitoring solutions. With the acquisition of TAG, Aperture now combines real-time monitoring to its industry-leading product line for planning and management of the physical infrastructure of the data center, forming the only end-to-end vendor neutral solution for data center management.

The combination of Aperture and The Advantage Group bring together the two industry leading software solutions for managing complex data centers and forms the basis for the industry's only complete data center management framework. Aperture VISTA, already recognized as the industry leading solution for managing the physical infrastructure of the data center combined with the Advantage Group's Enterprise product, comprise the most complete, vendor-independent, holistic solution to the most challenging and complex data center management issues.

### Aperture and The Advantage Group Benefits

The combined functionality of Aperture VISTA and TAG Enterprise enable a holistic approach to data center management, while supporting the three primary Data Center Management requirements

- 1) Operational Control of the people and processes that run the data center.
- 2) Planning and Management of data center resources.
- 3) Active Monitoring of the equipment housed in the data center facility.

Each of these three pillars of Data Center Management reinforces the others in the following ways:

Active Monitoring reinforces data center Planning and Management by verifying that plans are executed properly and services are meeting business demands in an economically efficient manner. Tracking actual usage trends against limits and thresholds allows users to verify that resources are adequate and plans for additional resources and infrastructure are required. Active Monitoring of equipment also reinforces Operational Control by verifying that all processes are executed as designed.

Planning and Management reinforces Active Monitoring by putting measurements into context and identifying potential anomalies which could result in disruptions in service. Planning and Management also reinforces Operational Control by providing strategic information and the understanding required to optimize processes over time.

Operational Control is responsible for executing plans efficiently and accurately by the data center management staff, and reinforces Active Monitoring by ensuring that the monitoring regime is established and that changes in the data center which may require changes to the monitoring processes are executed properly.

#### About The Advantage Group

The Advantage Group is the leading provider of device monitoring and management software for controlling the critical infrastructure of data centers. Since its inception in 2000, The Advantage Group has delivered state-of-the-art software to thousands of data centers around the world, helping them guarantee infrastructure availability and performance. The flagship product, Enterprise Device Manager provides real-time monitoring for critical infrastructures and visual solutions from a single console for managing increasingly complex environments. The Advantage Group offers the first vendor neutral device monitoring solution that covers hundreds of devices spanning more than 46 different manufacturers.