



## **DEMANDTEC DEPLOYS WATCHTOWER TO MONITOR 800 ON-DEMAND APPLICATION AND SYSTEM SERVICES**

*Merchandising Expert Uses CITTIO Software to Monitor Its Internal Data Center and Application of Its Software at Major Retailers and Consumer Products Manufacturers*

**SAN FRANCISCO, December 13, 2005** – CITTIO Inc., the innovation leader in network monitoring and operations software, announced today that DemandTec, Inc., the leading provider of Consumer-Centric Merchandising, Sales, and Marketing software for retailers and consumer products firms, has deployed WatchTower™ to monitor its internal network operations. Additionally, WatchTower will for the first time allow the company to deliver a new level of customer service by remotely monitoring its software solutions that are delivered as a service to customers worldwide. Customers such as Best Buy, Longs Drugs, and Safeway depend on DemandTec's powerful merchandising software to operate 24X7, and WatchTower helps to ensure the highest possible standard of performance.

"We needed a cost-effective way to monitor our entire 'software as a service' infrastructure including not only the network nodes, but also the DemandTec applications health and performance," said David Turner, VP of operations at DemandTec. "We deliver the sophisticated retail data analysis our customers need to optimize and forecast pricing. To do that, our software must be running and tuned for optimal performance for each customer. With WatchTower, we can virtually be there for our customers around the clock. WatchTower eliminates concerns about how DemandTec software is operating and lets everyone involved focus on core competencies."

"Today's retailers understand the role of automated business intelligence solutions to operating profitably," said Jamie Lerner, CEO of CITTIO. "DemandTec is recognized as one of the innovators in this area and is well-known for providing a superior level of service to its customers. WatchTower not only monitors the functioning of DemandTec's internal network, which is critical in and of itself, it also makes it possible for the company to see exactly how the application is performing for each customer simultaneously."

Prior to deploying WatchTower, DemandTec used multiple monitoring solutions including some open-source code to watch over different areas of the infrastructure. Though it effectively monitored the company's data center, this previous solution lacked the customer-centric application health reports, and ease of installation and maintenance, both of which are critical to the company's mission of delivering superior customer service. DemandTec selected WatchTower after evaluating a number of competitive solutions, because none of them could simultaneously monitor multiple customer application instances within the data center.

### **About DemandTec, Inc.**

DemandTec's Consumer-Centric Merchandising, Sales, and Marketing software helps retailers and consumer products manufacturers strategically plan, optimize, and execute consumer-centric merchandising and marketing programs based on a quantified understanding of consumer demand. Retailers have ranked DemandTec #1 in Strategic Value, Customer Satisfaction, and Quality of Service among the top 50 retail software vendors in the 2004 RIS Leaderboard survey. DemandTec customers include B&Q, Best Buy, Brookshire Grocery Company, Duane Reade, Giant-Carlisle, Giant Eagle, H-E-B Grocery Co., Longs Drugs, Monoprix, Piggly Wiggly

Carolina Company, RadioShack, and Safeway. For more information, please visit [www.demandtec.com](http://www.demandtec.com).

**About CITTIO, Inc.**

CITTIO, Inc. is the innovation leader in network monitoring and operations software. Based on a 100 percent Java architecture, only WatchTower delivers a fully bundled software solution, including a Web server, an embedded database, and a management portal, providing complete functionality for operating a network data center. The unique monitoring capabilities of WatchTower, coupled with powerful automation technology, provide IT managers and network technicians alike with a simple and complete solution for datacenter management. CITTIO's customers include industry-leading companies such as Blue Cross/Blue Shield of Hawaii, Capitol Advantage, National Parks Conservation Association, The Gymboree Corporation, Truckee Meadows Water Authority, and the University of California at Santa Barbara. For more information, please visit the CITTIO Web site at [www.cittio.com](http://www.cittio.com).

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