



## Company Backgrounder

### Corporate Overview:

GridApp Systems, headquartered in New York City, is the market leader in comprehensive database automation and management. The privately held company, founded in 2002, develops and markets software and appliance technologies to provide holistic insight, standards enforcement, and process automation across the heterogeneous database infrastructure. GridApp's market leading products and services have helped businesses gain control and efficiency of their critical data assets to help drive businesses forward.

### Company Origin:

The concept for GridApp Systems took seed in 2002 as President & CEO, Robert Gardos, was inspired through conversations with his former engineering colleagues at Register.com – current GridApp CTO, Shamoun Murtza, and Chief Scientist, Matthew Zito. After discussing many of the day-to-day challenges Register.com had faced with managing data and reflecting upon their combined expertise in automation and virtualization technologies, the three decided to build a business around the concept of automating the management of database operations. In founding GridApp, they were not only introducing a more effective and efficient way for companies to administer their data, but also chartering a concept that is completely unique to the database marketplace.

### The Database Landscape:

Businesses today face several data management challenges - the need to manage more data across more database servers running on more diverse platforms than ever before. And as this database landscape becomes increasingly complex and more heterogeneous, simply managing this environment becomes cumbersome and overwhelming. As a result, standardization, automation, and full visibility into the data center have become a major focus of enterprise IT management.

Within this changing landscape, concepts in IT management have also changed. The legacy, silo-based approach has evolved to a more holistic approach in IT management where systems provide full visibility into the infrastructure, standards are enforced programmatically, and mundane tasks are automated. While significant progress has been made in bringing this concept into the application and infrastructure components of the data center, the *data tier* still lacks any comprehensive approach to administration.

### The Importance of Database Automation:

Recent studies by Gartner and Forrester show that 85% of a database administrator's (DBAs) time is spent on routine administrative tasks. The 'data people' tasked with storing and extracting maximum value from a company's information assets have been reduced to operators focused on keeping the ship afloat.

GridApp Systems automates the database administration tasks that consume 85% of a DBAs time – all in a repeatable, automated, standards-enforcing manner. The ability to have a centralized view, automate and manage all database products within the environment has benefits both in terms of consistency and standards, as well as team productivity.

The net effect is the ability to leverage an organization's human assets to focus on business enhancing activities. As a result, automating complex and tedious tasks improves efficiency and minimizes issues to accelerate time to market while decreasing costs.