



ADAPTIVE TECHNOLOGY GROUP PARTNERS WITH APPARENT NETWORKS TO DELIVER ENHANCED NETWORK PERFORMANCE MANAGEMENT SERVICES

Managed IT Services Provider Joins “Powered by PathView” Program; Offers New Network Performance Monitoring, Reporting and Troubleshooting Services to Its Customers

WELLESLEY HILLS, Mass.—May 24, 2010—[Apparent Networks](#), a leading provider of network performance and availability solutions, today announced [Adaptive Technology Group, LLC](#) as the newest participant in its [Powered by PathView](#) partner program. Adaptive Technology Group, a leading provider of managed IT services, infrastructure and datacenter design, is now leveraging Apparent Networks’ [PathView solutions](#) to provide proactive [network monitoring](#), [network troubleshooting](#) and [network reporting](#) services as a standard, custom-branded offering to all of its managed services customers.

Adaptive Technology Group provides agile technology solutions to small and medium businesses. Its focus is on designing and deploying solutions that solve business needs and creating a valuable investment for its clients. Through its Managed Services offerings, Adaptive provides customers with a secure IT environment and proactive management and support.

Adaptive sought to grow its service portfolio by providing its customers with new capabilities for identifying and resolving network issues that negatively impact application performance. The organization identified Apparent Networks’ Powered by PathView program as a clear opportunity to quickly and easily expand its services to include continuous network monitoring and troubleshooting. Adaptive is now sharing custom-branded reports with its customers to demonstrate their network performance as well as to help customers determine if they are receiving the promised performance levels as outlined in service level agreements from their hosting and Internet service providers.

“Adaptive Technology Group is committed to keeping our customers’ IT systems operational, available and secure so they can focus on expanding their business, managing costs and increasing revenues,” said Bryan Greene, president of Adaptive Technology Group. “Apparent Networks’ PathView was a natural fit with our service catalogue based on its ability to provide new network performance visibility to our clients and empower them to hold their ISPs and hosting providers to the terms of their service level agreements. PathView has also proven to be a valuable network troubleshooting tool that has enabled us to dramatically reduce both time and cost associated with network support and management.”

As the newest member of the Powered by PathView program, Adaptive Technology Group can now leverage the capabilities of Apparent Networks’ PathView network performance management solution to deliver a custom-branded service for recurring revenues. PathView, in conjunction with the [PathView microAppliance](#), enables Adaptive Technology Group to test, troubleshoot and report on the performance of its customers’ end-to-end network—even through third-party cloud networks. From a single web browser anywhere in the world, Adaptive Technology Group can remediate network issues and reduce the site visits typically required to service customer problems.

“With the Powered by PathView program, Apparent Networks has created a powerful, cost-effective way for leading managed service providers like Adaptive Technology Group to deliver impactful new services to their customers,” said Jim Melvin, CEO of Apparent Networks. “These organizations are recognizing the value that PathView provides for quickly creating custom-branded network performance services to address the customer needs and provide them with a competitive differentiator in the marketplace.”

About the Powered by PathView Program

The Powered by PathView program enables resellers and [managed service providers](#) (MSPs) to sell Apparent Networks' PathView [network performance management](#) solutions both independently and as part of the services they provide to their customers with no risk and no up-front costs. By incorporating PathView into the products and services they provide, resellers and MSPs can reduce costs and increase operational efficiency, improve the chances of success with new deployments and lower the cost of service issues with ongoing business.

The program is designed to deliver a new source of recurring revenue and market impact for businesses whose primary function is to sell, service, support or build solutions that rely upon complex, distributed networks. Examples of these businesses include value-added resellers of VoIP, unified communications and WAN optimization solutions; and IT services providers, consultants and systems integrators who offer services for local or wide area networks, cloud networks, or other distributed networks.

Additional details about Adaptive Technology Group and the benefits of Apparent Networks' Powered by PathView program are available on the [Apparent Networks Blog](#) and at <http://www.adaptivetechgroup.com>.

About Adaptive Technology Group

Adaptive Technology Group provides managed services and enterprise consulting services to the greater Puget Sound community. AdaptiveMSP from Adaptive Technology Group consists of various service level offerings that provide affordable, proactive IT management and support services through the use of a series of "Best Practices" that have been developed over years of collective experience.

AdaptiveEnterprise consulting services provide clients with customized services ranging from business review services, virtualization planning and implementation, data retention and business continuity, and much more. For more information, visit www.adaptivetechgroup.com.

About Apparent Networks

Apparent Networks is the only IT performance management provider that delivers the end-to-end service insight required for today's cloud applications. By experiencing network performance without affecting it, the company's patented path solutions assess network readiness, monitor service levels, and diagnose problems otherwise hidden from sight. Leading companies rely on Apparent Networks to assure application delivery and expand their service portfolios with confidence. For more information, visit www.apparentnetworks.com.

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