

## Nimsoft expands into cloud environments as Unified Monitoring strategy takes shape

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### Event summary

- Nimsoft has announced a new product set called Unified Monitoring, which provides performance monitoring and reporting for Google Apps for Business, Rackspace Cloud, Amazon Web Services and EC2, Salesforce.com and other services.
- The new offering also monitors all server virtualization environments, including Citrix, Microsoft Hyper-V, IBM Power-V, VMware and Sun Solaris Zones.
- Nimsoft reported that monthly recurring revenue was up more than 60% in the third quarter, while new bookings more than doubled. The company also secured its first customer from a new distribution partnership with Ingram Micro.

### The 451 take

Nimsoft is putting a pretty significant stake in the ground for cloud management in this release. It's so far the most comprehensive offering we've come across for monitoring public and private cloud environments. While the true market for this technology has not really arrived yet (beyond managing virtual servers in context of physical servers, which many vendors support), Nimsoft figures to be well positioned for when it does. In the meantime, the company appears to be back on a strong growth trajectory and continues to aggressively court, and win, new business from service providers. Nimsoft continues to burnish its credentials as a Big Four alternative.

### Details

**Nimsoft** has announced a significant new product offering that will take its IT performance and availability monitoring software into public and private cloud environments. Known as Nimsoft Unified Monitoring, the software includes cloud and SaaS probes that provide visibility into the performance and availability of **Google** Apps for Business, **Rackspace** Cloud, **Amazon** Web Services and EC2, **Salesforce.com** and other services. There are also probes to monitor virtualized environments that could form the backbone of private clouds, including **Citrix**, **Microsoft** Hyper-V, **IBM** Power-V, **VMware** and **Sun** Solaris Zones. Unified Monitoring adds APIs for building extensions to other environments, a full reporting package, and root-cause analysis and network topology mapping software. Nimsoft Unified Monitoring is currently in beta, with general availability slated for early next year.

Nimsoft, which had about \$42m in bookings in 2008, reported that monthly recurring revenue was up more than 60% in the third quarter over the same period a year ago, while new bookings in the quarter more than doubled year over year. The company recently signed a distribution partnership with **Ingram Micro** that will feature Nimsoft's flagship monitoring software in Ingram Micro's Seismic managed services offering. This will allow Ingram Micro's VARs and MSPs looking to expand into performance and availability monitoring services to use Nimsoft's software for that purpose. In September, Nimsoft signed its first MSP customer through this program. Earlier this month, Nimsoft announced that European Web hosting provider **1&1 Internet** – which it says is the largest Web hosting company in the world – is using its software to monitor its entire server infrastructure. Nimsoft claims more than 1,000 customers among both enterprises and MSPs, and has 120 employees.

### Competitive landscape

Nimsoft continues to position itself as an alternative to the Big Four IT management framework vendors: **BMC, CA Inc, HP** and IBM. It's fair to say that it's a bit ahead of that pack with this announcement, especially when it comes to monitoring public cloud and SaaS environments, as well as internal virtualized server environments. It recognizes **Gomez**, soon to be absorbed into **Compuware**, and upstart **Monitis** as rivals in monitoring the public cloud and SaaS environments.

This is arguably the most comprehensive offering we've seen to date for those environments. Nonetheless, early-stage startups like **Cloudkick** and **Tap In Systems** will challenge Nimsoft for public cloud monitoring, while **webappVM** should emerge from stealth as a challenger in both public and private cloud environments. We've been impressed with the ground staked out and early traction gained by **ScienceLogic, Uptime Software, eG Innovations** and **BlueStripe Software** in monitoring and management of virtual server environments. **Akorri** is a competitor in private cloud management as well, especially for the root-cause analysis piece, something **Netuitive** and **Integrien** also have strong offerings for. We haven't yet seen any of these companies move as far beyond VMware as Nimsoft has, though.

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