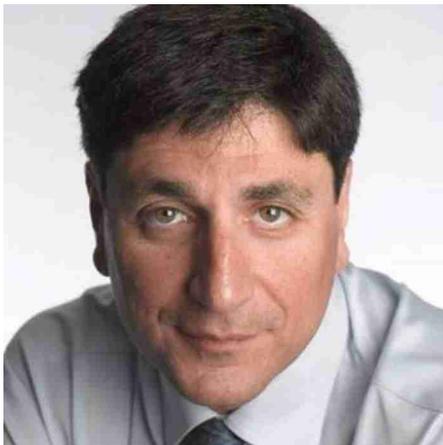


CEOCFO Magazine - The Most Powerful Name In Corporate News and Information

A Software Startup Developing a New Solution for IT Operations Analytics, Evolgen Software Turns Dynamic, Overwhelming Change and Configuration Data into Actionable Insights, Enabling Clearer Pictures of Environments for IT Managers

**Hi-tech
Computer software
IT Operations Analytics**

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**Sasha Gilenson
CEO**

BIO: Sasha Gilenson is Founder and CEO of Evolgen Software and is paving the way as an expert leader in IT Operations Analytics (ITOA), addressing the 15-year chronic change and configuration challenges that have undermined performance and availability in IT operations.

Prior to founding Evolgen in 2007, Sasha spent 13 years with Mercury Interactive (acquired by HP), managing the QA organization and participating in establishing Mercury Interactive's Software as a Service (SaaS). Sasha played a key role in the development of Mercury Interactive's worldwide

Business Technology Optimization (BTO) strategy and drove field operations of the Wireless Business Unit, all while taking on the duties as the Mercury Interactive's top "guru" in quality processes and IT practices domain.

In this capacity, Sasha advised numerous Fortune 500 companies on technology and process optimization, and in turn, acquired a comprehensive and rare knowledge of the market and industry practices. Sasha saw how many enterprises were frustrated with critical business systems going down or underperforming, repeatedly seeing how complexity and gaps in IT operations created problems that no technology filled. Looking at these issues from a new perspective, he envisioned a revolutionary approach for handling the overwhelming and dynamic data that IT teams confront in maintaining performance and availability of their business operations. Sasha founded Evolgen to apply a new analytics approach to resolve these chronic change & configuration challenges and dramatically minimize the risk of downtime and slash incident investigation time. Evolgen's IT Operations Analytics provides intelligent answers to key IT operations challenges: how to accelerate incident resolution, avoid harmful and risky changes, and assess and optimize IT operations performance.

The innovative solution developed at Evolgen has been praised and recognized by leading industry analysts:

- [Gartner selected Evolgen as a Cool Vendor in IT Operations for 2013 recognizing Evolgen as "the only vendor to marry IT Opera-](#)

[tions Analytics to configuration and change management."](#)

- [EMA senior analysts, Dennis Drogseth and Charlie Betz, reported on Evolgen as the "Most adaptive change management analytics."](#)
- [Forrester's Vice President and Principal Analyst, Jean-Pierre Garbani recognized Evolgen as an "Effective solution that provides immediate results."](#)
- [Roy Illsley, Vice President at Ovum declared that Evolgen "transforms change and configuration management."](#)

Sasha was named a Finalist in the [2011 Ernst & Young Entrepreneur Of The Year® New Jersey Award](#).

Sasha's insights and observations have appeared in leading industry resources:

- [Shifting To Analytics Driven Management For IT Operations, APM Digest](#)
- [The Crucial Role DevOps Plays in Change & Configuration Management, CM Crossroads](#)
- [Control and Agility in IT: An Interview with Evolgen's Sasha Gilenson, BSM Review](#)
- [3 Ways Release Validation Improves Your Release Management, Business Computing World](#)

Sasha holds an M.Sc. in Computer Science from Latvian University and MBA from London Business School.

About Evolgen Software

Evolgen applies a new IT Operations Analytics approach to the chronic change and configuration challenges, turning dynamic, overwhelming change and configuration data into actionable insights. Using this solution allows IT operation managers to know exactly what has changed in their environments, investigate incident root-cause, maintain environment consistency, validate changes, and eliminate configuration drift. Leading industry analyst Gartner selected Evolgen as a Cool Vendor in IT Operations for 2013 recognizing Evolgen as "the only vendor to marry IT Operations Analytics to configuration and change management." Adding to this recognition, other industry analysts have recognized Evolgen for "transforming change and configuration management" and as the "industry's most adaptive change management analytics."

Evolgen is a privately held, venture-backed company headquartered in the U.S., with presence in Europe and the Middle East. Evolgen's executive team and advisory board include world-renowned experts in IT management and enterprise software. Evolgen's investors are leading venture capital firms Pitango Venture Capital (www.pitango.com) and Index Ventures (www.indexventures.com). For a free demo call 1-888-841-5578, visit www.evolgen.com or follow us on Twitter [@evolgen](https://twitter.com/evolgen)

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Gilenson, what is the concept at Evolgen Software?

Mr. Gilenson: Evolgen is a software startup developing a solution for IT Operations Analytics. This is a new space in IT operations management that tries to solve chronic problems of IT operations.

CEOCFO: Analytics is a big buzzword in big area these days. What is your approach and how does it differ from the way others are looking at analytics today?

Mr. Gilenson: Analytics is a general term covering different areas. What

we did and what is unique about our solution is that we married the concept of analytics with the space of change and configuration management. Today we are the only solution that applies various analytics methods to the environment configuration information.

CEOCFO: How does it work?

Mr. Gilenson: If you look at today's IT environment they are built out of a variety of the components including third-party technologies, in-house development and so on. This comes with a huge amount of configuration parameters that define how these components behave. Essentially if you look at something like operating systems, they may have about fifteen hundred configuration parameters. Something like databases will probably have more, application servers may have between 10,000 and 60,000 configuration parameters. That is a lot of information. Essentially changing one of the small parameters can completely change the behavior of the entire business system. What we do is to collect information at a very detailed granular level from end-to-end IT environments and that is a great deal of information. What we do next is we apply operations analytics to deliver actionable operational insights that help IT operations manage day-to-day releases, and investigate and prevent critical incidents.

CEOCFO: Is it that you have figured out the right software to write?

Mr. Gilenson: What we figured out is that you need to look at the IT management space and IT environments from a different angle. The problems that we solve have existed for years and there are a variety of tools that were developed over time to try to address this problem, but none of them looked at the environment management from the angle of "big data" and analyzing overwhelming operational information that is there for the purpose of operations management. We solved quite a few technological challenges and one is how to effectively collect enormous amounts of information without interfering with the business systems. Then the next challenge is how to translate this information into something actionable and useable that can help operational staff

do their job more efficiently. This is where our uniqueness comes from - the ability to collect this information and to analyze it. Now that is innovation.

CEOCFO: What types of companies are using your service today?

Mr. Gilenson: Today our service is used by large and medium enterprises ranging in terms of verticals from financial institutions, insurance, and healthcare, to retail, media, etc. The problem exists in any IT environment running critical business systems.

CEOCFO: Is there competition or perceived competition for what you provide?

Mr. Gilenson: I think that the perceived competition probably is the older generation tools. There are tools trying to collect detailed environment information but the challenge is that without analytics this information turns into noise. Some of the companies that collect this information use it for compliance and security management to make sense of it. Today essentially no one uses the detailed environment information for operational management like we do.

CEOCFO: How do you reach perspective customers?

Mr. Gilenson: In terms of reaching perspective customers there are various ways to do that. One of them is that our solution has two delivery mechanisms. One is Software as a Service and another is on premise. We lead with Software as a Service so that our prospective customers look for the solution or the information that we provide in social media, through search and other Internet means. Then they come to our site where we offer a free trial. Essentially we make it very accessible to our prospective customers.

CEOCFO: What is the biggest surprise when people start to use your software?

Mr. Gilenson: The biggest surprise is when people find out what happens in their IT environment. One of the capabilities that we provide immediately is to show if your environment is consistent - meaning that servers providing the same function are configured the same way. When looking at our

analysis, people are able to detect various inconsistencies that can lead to some harmful impacts. This discovery is always a surprise which I would say is very useful for us because while the concept makes total sense for the customers it is hard to believe until they actually see it for themselves. Sometimes we hear it is too good to be true so being able to immediately get the findings that indicate if there are things in the environment that should be corrected is very helpful. For the technology to provide these insights instantly is a surprise to the users.

CEO CFO: Gartner recently recognized Evolgen as a cool vendor. How important is the industry recognition in moving the company ahead?

Mr. Gilenson: This recognition as well as recognition by other analysts is important to us. We work with Fortune 100 and Fortune 500 customers and there is a variety of tools and solutions in the space and frequently IT organizations go to analysts for guidance in terms of innovation and new solutions that can help them solve their critical issues. Gartner is one of the top analyst firms in the world. Their coverage as well as coverage from other major analysts (like Forrester or Ovum) is very helpful. It emphasizes our credibility and also helps us reach larger organizations.

CEO CFO: How is business these days?

Mr. Gilenson: It is actually very good. We have doubled our revenues and we expect to double or triple this year. The company has existed for quite some time. The technology is very complex, so it has taken us time to carefully develop and bring our software to the next level. Over the years client feedback and experience has enabled us to make our technology extremely efficient and helpful to our customers. And from that point on we started to and continue to grow exponentially.

CEO CFO: Would you tell us what is involved with the implementation?

Mr. Gilenson: One of the signs of the new generation tools is that implementation is very easy. Essentially we work with customers that use our solution to manage thousands and thousands of their servers and deployment and implementation is pretty fast. Unlike traditional management tools, we think about days and weeks rather than months and years.

CEO CFO: What challenges or competition do you see on the horizon?

Mr. Gilenson: I think that our challenge is more the growth challenge and the required execution. The area where we operate is a high growth area and we see a lot of interest in the market. The main challenge for us will be to fulfill demand and grow efficiently.

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- Sasha Gilenson

CEO CFO: What has been surprising for you as the company has developed?

Mr. Gilenson: I started Evolgen after I spent thirteen years with Mercury Interactive. This was a company that was acquired by HP in 2006 for \$4.5 billion and was a pretty sizable organization. Starting your company after being a part of the larger corporate world had its surprises. You need to deal with challenges that you never expected. Even if you have management and business experience, the types of challenges you face are completely new and the responsibility is all yours. The whole rollercoaster of startup growth was a bit of a surprise to me.

CEO CFO: What were you able to take from your corporate experience or from the experience at Mercury that was helpful for you at Evolgen?

Mr. Gilenson: I think that the management skills, knowledge of the industry, relationships and domain specific experience in sales and marketing have all been useful. Running a startup is a big responsibility where success or failure is 100% yours. All the skills you learn in a larger organization are useful but still nothing truly prepares you for the startup ride.

CEO CFO: What is the strategy for the next year or two?

Mr. Gilenson: Right now it is a strategy of growth. We continue and do not stop with development of our technology. This year we are bringing to market the new generation of our IT Operations Analytics which provides more powerful and accurate insights. We have expanded our capabilities in terms of enterprise management. That is one dimension - product development. The second dimension of growth is increasing our scalability through partnerships where we add new partners across the globe - US and internationally. We continue to build our ecosystem and work with technology, business and implementation partners. Such an ecosystem is required to sustain the growth that we are experiencing. The next one to two years is about growth and continuing to develop our product.

CEO CFO: Why should the business and investment community pay attention to Evolgen Software?

Mr. Gilenson: What we see now is that there is a huge shift happening in the space of IT Management. There is a new generation of tools that are replacing those of traditional vendors. They bring a different approach and different thinking and we are a part of this new wave. That is where the market is going and people should pay attention to it.

EVOLVEN

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