

## Nominee: Ipswitch

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### Nomination title: Ipswitch WhatsUp Gold® 2017 Plus

In 2017, Ipswitch extended its network monitoring software to meet today's hybrid cloud and data protection security challenges with Ipswitch WhatsUp® Gold 2017 Plus network monitoring, which included new cloud capabilities, new layers of security and additional user driven enhancements. Ipswitch also strengthened existing partner relationships with Cisco, Microsoft, VMware and HP to provide these new product capabilities.

Available in summer 2017, WhatsUp Gold 2017 Plus added more flexible monitoring and visibility for the largest networks. The perennial favorite network and infrastructure monitoring solution for tens of thousands of IT professionals, WhatsUp Gold 2017 Plus delivers architectural flexibility with distributed monitoring capabilities, new Managed Service Provider capabilities, improved real-time visibility features for faster Mean Time To Repair and new disaster recovery with enhanced failover capabilities supporting both automated and manual failover. Soon after the initial release, Ipswitch introduced enhancements for WhatsUp Gold that enable monitoring of hybrid IT environments that use Microsoft Azure and Amazon Web Services. Through enhanced partnerships with Microsoft, Cisco, VMware and HP, WhatsUp Gold 2017 Plus also has tighter, more robust integrations with cloud, hardware and applications that IT teams rely on.

"Our data-driven economy in which virtually all enterprises share data between employees, business processes and external trading partners requires increasingly stringent data security and management controls for hybrid cloud and on-premise environments," said Austin O'Malley, Chief Product Officer at Ipswitch. "Our latest product enhancements, coupled with a vigorous expansion of our partner relationships, provide IT teams around the world with new levels of security, functionality and deployment flexibility to meet that challenge."

"The new capabilities should make WhatsUp Gold even easier to use and implement," said Shamus McGillicuddy, Senior Analyst, Network Management at Enterprise Management Associates. "The real time monitoring enhancements will be welcomed by the IT community, and the company's upcoming support for Azure and AWS, as well as updated storage capabilities, address emerging requirements for hybrid IT monitoring."

Ipswitch products are featured on the Cisco Marketplace, Microsoft Azure Marketplace and VMware Virtual Appliance Marketplace for increased availability.



WhatsUp Gold earned a 2017 Readers' Choice Product Excellence Award from NetworkWorld Asia:

<https://www.ipswitch.com/about/news-and-events/ipswitch-news/ipswitch-earns-2017-readers-choice-product-excellence-ward-for-network-monitoring-from-networkworld-asia>

**“In the digital economy, enterprises see the need more than ever to ensure that their network infrastructure, applications and traffic are up to speed,”** said Victor Ng, Editor-in-Chief of NetworkWorld Asia and Enterprise Group Editorial Director at Questex Asia. **“In this era dominated by cloud and mobility, our readers have voted Ipswitch as the gold standard for overall network infrastructure monitoring and protection.”**

WhatsUp Gold is the favorite network monitoring tool of tens of thousands of IT professionals worldwide, delivering more flexible monitoring and visibility for the largest networks. One affordable license allows monitoring any mix of networks, wireless controllers, servers, virtual machines, applications, traffic flows and configurations across Windows, LAMP and Java environments. Users easily discover and generate a detailed map of their entire networked infrastructure. For more information, visit: <https://www.ipswitch.com/application-and-network-monitoring/whatsup-gold>

### **Why nominee should win**

- **WhatsUp Gold is the gold standard for overall network infrastructure monitoring and protection.**
- **WhatsUp Gold is the favorite network monitoring tool of tens of thousands of IT professionals, delivering more flexible monitoring and visibility for the largest networks.**
- **Ipswitch is always strengthening IT teams' ability to meet data security and performance management challenges of today's hybrid environment.**
- **Point-based licensing system maximizes customer value. Unlike competitive offerings, there is no need to buy a new product with new licensing to monitor traffic.**
- **WhatsUp Gold users are able to opt for expanded edition; points can be reassigned to monitor whatever they choose.**