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Marathon Delivers Three Years of Uninterrupted SQL Server Uptime

*everRun® Provides Always-On Application Availability to PowerView Associates,
Its Clients and Global Customer Base*

LITTLETON, MA — March 9, 2011 — [PowerView](#) Associates, an IT services firm that provides custom software application development, web design, and hosting services, today reported that [everRun®](#) from [Marathon Technologies](#) has delivered continuous, uninterrupted availability of its [SQL Servers](#) for three consecutive years. everRun prevents unplanned downtime for PowerView's multiple SQL Servers that host databases and applications ranging from financial services to worldwide parts management and order fulfillment.

“PowerView develops and hosts specialized, mission-critical software when commercial packaged applications either aren't suitable for the business task or simply don't exist,” said Phil Weaver, senior systems administrator PowerView Associates. “The applications we build are crucial to business operations and our clients demand flawless application performance and always-on availability. Marathon's everRun ensures that the SQL Servers hosting client databases and applications don't go down. Complete 24x7 reliability is a big part of our client satisfaction and business success.”

An example of a mission-critical PowerView custom application is an online parts catalog built for CNH, a world leader in the agricultural and construction equipment businesses. PowerView created SQL databases of CNH's entire parts catalog spanning those of 18 separate corporations, including CaseIH, New Holland and Kobelco, developed application management software, and designed a web interface and software used by CNH dealers, customers and prospects across the globe. Both the database and the application management software are hosted on three everRun-protected SQL Servers at a PowerView data center. There has been no downtime.

“The innovative and strategic use of everRun by PowerView Associates allows them to deliver world-class application availability for a fraction of the cost of comparable alternatives. We're glad to play a part in their success,” said Jim Welch, CEO of Marathon Technologies. “SQL Server is a critical component of the always-on world and there is no software solution other than Marathon that can actually prevent downtime, which is a much better way to ensure the integrity of mission-critical databases throughout any challenging IT conditions.”

Choosing everRun SQL Server Protection

Flexibility, scalability and automation were important vendor selection criteria for PowerView, but two other factors came into play:

- (1) Failure Prevention. Traditional approaches that fail and recover not only risk transaction loss, but may also compromise database integrity.
- (2) Hardware Independence. The independence from hardware requirements allowed PowerView to implement Marathon on all of their servers at the same cost as one server on hardware dependent solutions.

PowerView also relies on everRun to quickly deploy and upgrade applications. “Whenever we have a new product or feature, we use everRun to provide a reliable test bed, fast. We instantly create a server, test the application on it and, if all is well, put it into production,” said Weaver.

PowerView worked with a local Marathon partner, Essexotec, in this successful deployment effort.

About Essexotec

[Essex Technology Group](#), Inc. (Essexotec) originally began as a Tier One Reseller of IBM hardware. Over the years the company has evolved into a full service company, focused on helping business leaders and technology decision makers in the Northeast improve their business performance with technology. The company provides infrastructure consulting and a variety of services which include requirements definition, continuous operations consulting, implementation of servers, storage, software, managed services, financing, and education and training in the Essexotec Innovation Center.

About Marathon Technologies

Marathon keeps applications running for more than 3,000 companies in more than 30 countries. From email to electronic records, factory floors to trading floors, 9-1-1 call centers to emergency rooms, our everRun[®] application availability software proactively prevents application downtime. As experts in application availability, we've applied what we've learned from working with the world's leading companies and application providers to deliver innovative software and services that prevent downtime, eliminate data loss and reduce operational costs. For more information on ensuring non-stop business operations, please visit us at www.marathontechnologies.com.

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