

FOR IMMEDIATE RELEASE

**Marathon Technologies Announces a Microsoft MVP Web Event:
“Controlling SQL Server Sprawl: The Consolidation Conundrum and Always-On Imperative”**

SQL Server Expert Will Highlight Consolidation Advances and Best Practices

LITTLETON, MA — March 7, 2011 — [SQL Server](#) sprawl describes far-flung SQL Server deployments scattered across an organization. This situation presents many disadvantages, including management challenges, compliance risks, poor resource utilization, wasted infrastructure expenditures and licensing complications. Join [Denny Cherry](#), a Microsoft® Most Valuable Professional (MVP) and Microsoft Certified Master (MCM) for SQL Server, for a [Marathon Technologies](#) Microsoft MVP Series Webinar, “[Controlling SQL Server Sprawl: The Consolidation Conundrum and Always-On Imperative](#),” on Wednesday, March 9 at 11 a.m. ET to learn about combating and mitigating SQL Server sprawl.

Cherry, a contributor to TechTarget’s [IT Knowledge Exchange](#) and author of four books and numerous articles about Microsoft SQL Server, will explore the SQL Server sprawl phenomenon and offer real-world advice for protecting the world’s leading server, including:

- How SQL Server sprawl occurs and why you need to address it.
- Reining in SQL Server sprawl through consolidation.
- Risks of SQL Server consolidation without addressing availability.
- Traditional high availability approaches and why five nines availability is not enough.
- An Always-On platform for SQL Server consolidation.

“Consolidation eliminates SQL Server sprawl by reducing instances, but risk increases when fewer servers host multiple databases. Unplanned downtime on any one server can have a large, negative impact on many downstream applications,” said Cherry. “Consolidation is proven and desirable, but SQL Server DBAs who undertake consolidation without thinking about availability are putting their data, organization and jobs at risk.”

Webinar Details

“Controlling SQL Server Sprawl: The Consolidation Conundrum and Always-On Imperative”

Date: Wednesday, March 9, 2011

Time: 11:00 a.m. ET/8:00 a.m. PT/4:00 p.m. GMT

Registration: [Click here](#)

The webinar will include a live, on-camera demo of everRun® MX from Marathon Technologies, the only always-on consolidation platform that unconditionally ensures continuous, uninterrupted SQL Server availability. Watch as a SQL Server pair protected by everRun MX experiences failure of component architecture elements, culminating with total disruption of power. Despite this, the system will compute through without loss of application availability, data corruption or a single lost transaction.

“Ensuring SQL Server availability should be part of any SQL Server consolidation strategy. If SQL Server is at the heart of your IT infrastructure, only everRun MX with ComputeThru™ technology can ensure continuous availability of the mission-critical databases and applications it runs. Marathon Technologies enables SQL pros to provide uninterrupted SQL Server uptime by preventing downtime, not just reacting to it,” said Rob Ciampa, vice president of Marketing, Marathon Technologies.

About Denny Cherry

Denny Cherry has more than a decade of experience managing SQL Server, including MySpace.com’s over 175 million user installation, one of the largest in the world. Denny has earned the prestigious Microsoft MVP Award for SQL Server multiple times and currently holds many of the Microsoft Certifications related to SQL Server for versions 2000 through 2008, including Microsoft Certified Master. He is currently a Senior Database Administrator at a software company.

Denny blogs at [SQL Server with Mr. Denny](#) and you can follow him on Twitter [@mrdenny](#)

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, 911 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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