MATRIX42

Matrix42 Integrates Workplace Management with ServiceNow
to Extend IT Service Automation

*Matrix42 physical, virtual and mobile device management integrated with
ServiceNow service catalog*

NEW ORLEANS (Knowledge12, Booth #102) — May 15, 2012 — Matrix42
(www.matrix42.com) has integrated its Workplace Management solutions with ServiceNow to offer integrated mobile device management, VDI (virtual desktop infrastructure) and endpoint management capabilities through the ServiceNow service catalog. This allows IT to be more automated and efficient by giving them the ability to provide any service to any device through ITSM processes, while offering users flexibility and speed for IT service delivery with intuitive self-service options.

"IT organizations have an opportunity to transform the way services are delivered to the business," said Rob Luddy, ServiceNow VP of business development. "ServiceNow cloud-based IT service automation can help significantly relieve the burden of manual tasks and one-off requests through automation and self service. ServiceNow integrated with Matrix42 enables IT transformation and delivers value for our customers and partners."

With Matrix42, users can request and provision their own physical, virtual and mobile assets through ServiceNow service request and catalog functionality. Automated process work flow eliminates the need for users to wait for an IT administrator to respond to a request logged through ServiceNow, resulting in more rapid service delivery for requests like mobile device support, IT asset provisioning and endpoint management.

Matrix42 offers three solutions integrated with ServiceNow:
- Workplace Mobility (Mobile Device Management) – Whether a company has a BYOD policy or supplies employees with mobile devices, devices can be requested or enrolled through the service catalog, and users can add applications and manage them within company policies. This also allows companies to support any mobile device platform.
- Workplace Virtualization (VDI) – For virtualizing desktops, mobile devices or applications, employees can initiate the process through a service store request. The

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back-end process is automated to run the workflow and deliver the image, allowing customers to enjoy the benefits of virtualization without all the costs.

• Workplace Automation (Endpoint Management) – Users are able to easily complete many help desk functions on their own such as provisioning services, adding or reinstalling software, and recovering their computer. This lowers the overall desktop management costs and allows IT administrators to spend their time on more strategic projects.

Matrix42 CEO Herbert Uhl added, "Our work with ServiceNow brings together two highly complementary solutions. We are able to provide ServiceNow customers new capabilities that are in demand in today's business environment, and this opens up new channels and markets for Matrix42 to strengthen its position in Workplace Management."

ServiceNow is a leading provider of cloud-based services that automate enterprise IT operations. ServiceNow helps organizations transform IT by automating and standardizing business processes and consolidating IT across the global enterprise. Organizations deploy ServiceNow to create a single system of record for enterprise IT, lower operational costs and enhance efficiency.

Matrix42 will be demonstrating its ServiceNow integration at the ServiceNow Knowledge12 Global IT Conference in Booth #102; during the breakout session at 3:40 p.m. on Tuesday, May 15; and in the ExpoNow Theatre at 12:10 p.m. on Wednesday, May 16. For more information about Matrix42 solutions, please visit http://www.matrix42.com/products-solutions/.

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About Matrix42
Matrix42 is the leading supplier for Workplace Management solutions. Matrix42 Workplace Management enables the seamless management of physical, virtual and mobile environments. It combines Client Lifecycle, Cloud, SaaS, Virtualization and Service Management into a holistic

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solution enabling users to have transparent access to their data and services everywhere, from any virtual or physical device at any time. Founded in 1992, Matrix42, with headquarters near Salt Lake City, Utah, and Frankfurt, Germany, has been established in the dynamic IT market for almost 20 years. More than six million clients are managed by Matrix42 software with more than 2,500 customers worldwide.

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