



Corporate Backgrounder

To remain competitive today and grow, enterprises need to make sure that the right people have access to the right resources, tools, data and information – securely. This complex demand is compounded by a very dynamic workforce where people can be in multiple places throughout the course of one day and accessing data multiple ways such as from their desktop, a mobile device or a virtual desktop. With data continuing to grow and more devices being added to the network it can be almost overwhelming, and it's only going to continue to grow and become more complex.

How does an organization keep track of all of the data, resources and assets, determine who needs what and when, and then ensure the right people get what they need instantly to do better business. The workforce has the burden of creating opportunities for their organization within their competitive world, and IT must be able to provide that while maintaining security and compliance.

Matrix42 provides solutions that solve these business challenges and provide a rapid return on investment. It not only provides traditional endpoint management but also integrates it with newer technology requirements such as management for virtual desktops and mobile devices. This makes it easier for companies to support BYOD (bring-your-own-device) policies to provide users with the tools and flexibility to be productive.

With Matrix42, IT administrators can ensure access, security and compliance from a single platform. Users can access data and services from anywhere at any time, and they can add devices and order services within company policies. Each of the Matrix42 solutions for mobile, physical and virtual management includes fully integrated asset management and self-service solutions. Most importantly, Matrix42 improves employee productivity, IT efficiencies, cost savings and user satisfaction that all contribute to the profitability of the organization.

Matrix42: At A Glance

- Founded in 1992
- Privately owned
- North American headquarters in Lehi, Utah (Salt Lake City)
- Global headquarters in Neu-Isenburg, Germany (Frankfurt)
- More than 2.5 million clients managed by Matrix42 software
- 2,500+ customers
- 300+ employees
- Part of the Asseco Group, one of the largest European software companies, with more than 8,000 employees and a market capitalization of around 1.2 billion Euros.

The Matrix42 Advantage

- Matrix42 is the only vendor that integrates the management of mobile devices, virtual desktops and traditional endpoints through a single platform
- Matrix42 is the first and only company to release a comprehensive cloud-based client management solution for mobile, virtual and physical devices. This provides customers with more flexibility and cost savings while keeping them equipped with the newest features and benefits. It also greatly simplifies the process of deploying the solution. With cloud-based services, customer will be able to reduce their setup time from a couple of days to just a couple of keystrokes.
- With Matrix42, end users can request and provision services and devices at any time through their ServiceNow service catalog or one provided by Matrix42. These automated processes remove common, repetitive IT tasks from the helpdesk and lets end users solve their IT challenges on demand to reduce service costs by up to 70 percent.
- Software Asset Management is included with each solution for mobile, virtual or physical workplace management. This provides a built-in solution for managing assets, licenses and contracts that combines software and hardware discovery, inventory, license tracking, software usage and contract management. Companies can see where they are overpaying for licenses and where they are missing contracts, which ensures compliance and has been shown to save up to 30 percent on software license expenses.

Solutions

Matrix42 provides the industry's most forward-thinking and comprehensive Workplace Management solutions and is the only global provider that gives customers secure and interconnected management of every mobile, physical and virtual device. This is especially important in today's workplace where workers are connected from multiple places using multiple devices and types of systems, and the complexity of managing and securing an exponentially growing volume of data and assets can be overwhelming for a company. With Matrix42 companies can improve employee productivity, IT efficiencies, cost savings and user satisfaction that all contribute to the profitability of the organization.

Mobile Workplace Management

Perhaps the greatest threat to enterprise data security today is the proliferation of mobile devices that connect to the corporate network. Companies need to maintain the security and integrity of corporate data while equipping a new generation of employees who expect IT to allow them to use any device – personal or company-issued – to access corporate networks, applications and information anywhere at any time. The only way to effectively balance these two opposing demands is with a mobile device management (MDM) solution.

Matrix42 delivers an easy-to-use, enterprise-wide mobile device and WLAN management solution that is designed to track, monitor and manage an organization's mobile devices. It provides a real-time view into the entire fleet of mobile devices, giving companies the ability

to increase the productivity of their mobile workforce as well as increase the ROI of mobile applications.

Virtual Workplace Management

While about three-quarters of both mid-size and large companies have deployed or are preparing to adopt virtual desktops, most are still struggling with how to make the process less cumbersome and more cost-effective. The ability to share resources through a virtual desktop infrastructure (VDI) can ultimately save money, but the initial set up can be costly, time consuming and complicated. For users, the complete ordering process can be frustrating.

Matrix42 makes the move to virtual desktops and applications easy and affordable with an automated process for managing, tracking and delivering virtual desktops. Matrix42 is the only vendor that fully supports all three phases of the Citrix Desktop Transformation Model, allowing companies to assess virtual desktop readiness, automate the migration process and ensure smooth operation of the virtual environment.

Physical Workplace Management

As an organization grows and its users become more diverse in their work environments and system needs, IT administrators find themselves spending more time taking care of common IT processes and less time on strategic initiatives that drive value for the company. It can be a challenge just to keep up with equipping new employees, deploying OS patches, maintaining software licenses and troubleshooting desktop and notebook issues.

Matrix42 has more than 20 years of experience helping companies automate common IT processes, such as software deployments and basic help desk services, in order to minimize the time and costs of deploying and managing desktops and notebooks. Matrix42 makes it easy to manage every phase in the client lifecycle – from provisioning to retirement.

Software Asset Management

With companies looking to control costs and get the most out of their resources, one of the quickest and most effective means is software asset management (SAM). Nearly one-third of corporate software applications are incorrectly licensed, which means companies are overspending on some programs and missing licenses for others. SAM helps companies ensure compliance on licenses and hardware and eliminate overspending, generally a 30 percent savings on software license expenses.

It is such an integral part of maintaining control and managing costs that Matrix42 includes it with each of its solutions for mobile, virtual and physical workplace management. It is also available as a standalone solution.

Matrix42 Management Team

Herbert Uhl, Chairman and CEO

As Chief Executive Officer of Matrix42, Uhl is responsible for the company's vision, strategy and continued profitable growth. Uhl joined the company through the merger of Matrix42 AG and update4u Software AG in March 2009. Herbert was responsible for update4u's company strategy and sales organization from 2000 until the merger, achieving dramatic growth during that time. Prior to update4u, Herbert founded the software company Producta in 1992, which went public in 1999. Originally from the Rhineland region of Germany, Uhl recently relocated to the Salt Lake City area in order to drive Matrix42's growth in the North American market.

Jochen Jaser (CTO)

Jaser joined Matrix42 as CTO in April 2009 with responsibility for the further development of the Matrix42 product lines. Jaser joined update4u Software AG in 2004 and became part of the executive team in 2007 with responsibility for products and services. Jaser has 15 years of experience in international product and project management.

Michael Schmidt (CFO)

Schmidt is CFO at Matrix42 and in charge of finance and administration. Schmidt joined Matrix42 in July 2011 as commercial director and has been a member of the board since the beginning of 2012. He has more than 20 years of finance experience in international organizations.

Oliver Bendig (VP of Product Management)

As vice president of product management, Bendig is responsible for product strategy and roadmap for the Matrix42 product portfolio. Aside from heading the product management team, Bendig consults with customers regarding their IT service management, virtualization and mobility strategies. He has more than 10 years of experience in building and managing products in workplace management space, and prior to joining Matrix42 in 2009 he was responsible for product management at Enteo Software and FrontRange Solutions.

Rex White (VP, Business Development)

White is responsible for Global Alliances and Channels programs at Matrix42. He has more than 15 years of experience in the IT industry and developing new routes to market through alliance, OEM, and channel programs. He has previously worked with Dell, Vignette, Altiris (where he managed the highly successful relationship with Dell), as has been a consultant to many software organizations.

Rick Conover (VP Sales, North America)

Conover is responsible for the North American sales organization. With more than 15 years of experience, he has driven sales growth at leading technology companies and organizations in infrastructure management, security, network management and service management. Prior to

Matrix42, Conover was responsible for sales, sales management and business development for companies including Symantec, Computer Associates, Altiris and Crossbeam Systems.

Alex Ferguson (VP, Services & Support – Americas)

As vice president of services and support for the Americas at Matrix42, Ferguson is responsible for leading education, professional services and customer support to help customers maximize the value of their Matrix42 solutions. He has more than 15 years of experience in building solution-centric services organizations through management positions at Novell, Symantec and BMC Software.

Company Milestones

- 1992 – Company founded as a reseller of network monitoring and software deployment solutions under the name ISM
- 1992 – Start of the first lines of code of the automated installation script interpreter (setup.exe) laying groundwork for future move to being an ISV
- 1997 – Developed a new and innovative installation service capable of automatically installing software on NT machines with correct handling of user and machine part
- 1998 – Changing focus to being an ISV instead of a reseller
- 1999 – Invented the driver cloud for dynamic OS installations
- 2000 – ISM GmbH was renamed to Matrix42 AG
- 2000 – First presentation of Empirum Pro, an award-winning client lifecycle management solution, and predecessor to Physical Workplace Management
- 2003 – Win of T-Systems as customer with 150,000 managed devices
- 2004 – Matrix42 surpasses 1 million managed devices
- 2006 – Win of Home Depot as a customer with 200,000 managed devices
- 2008 – Asseco invested in Matrix42
- 2009 – Matrix42 merges with update4u Software adding Self-service and Software Asset Management capabilities
- 2010 – Company adds Virtual Workplace Management offering to manage virtual desktop environments
- 2010 – North American headquarters opened in Utah
- 2011 – Mobile Device Management added to solution offering
- 2012 – All Matrix42 Workplace Management solutions are integrated with ServiceNow
- 2012 – Matrix42 is first to introduce a comprehensive, cloud-based Workplace Management solution

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