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ITINVOLVE NAMED A GARTNER 'COOL VENDOR' IN IT OPERATIONS MANAGEMENT

Gartner defines a Cool Vendor as an enterprise offering technologies or solutions that are innovative, impactful and intriguing.

HOUSTON, April 25, 2013 – Just over a year since its public launch, ITinvolve, the leading innovator of IT collaboration solutions, today announced it has been named a Cool Vendor in IT Operations Management by Gartner, Inc., one of the world's leading information technology research and advisory companies. Gartner defines a Cool Vendor as an enterprise that offers technologies or solutions that are innovative, impactful and intriguing.

According to its **Cool Vendors in IT Operations Management** report (J. Brooks, J. Greene et al, 18 April 2013): *IT operations leaders are looking for new ways to deliver more value to the business. Tools for effective decision making can improve the infrastructure and operations (I&O) team's ability to allocate resources to the right types of activities. The Cool Vendors featured in this year's research introduce social approaches and advanced analytics to address the need for I&O to respond, communicate, and ultimately, deliver better value to the business.*

Download the complete report, including Gartner's specific analysis of ITinvolve, at: <http://www.itinvolve.com/cool-vendor>

"We are delighted to be recognized as a Gartner 'Cool Vendor' in IT Operations Management," said ITinvolve CEO [Logan Wray](#). "Our customers know first-hand the innovative value we provide by helping them capture and apply the collective knowledge of their IT organization for improved collaboration and decision making. Gartner's recognition of this innovation is an important milestone for our growing company."

ITinvolve took the IT management market by storm with its February 2012 launch of [ITinvolve for Social Knowledge Management](#)[™]. In May and September 2012, ITinvolve demonstrated its ability to rapidly deliver fresh and new innovation by adding social and collaborative IT process support for change, incident, request, and problem management, as well as the core service desk function. In February 2013, ITinvolve introduced its [Winter '13](#) release, enabling ITinvolve for Social Knowledge Management to easily complement and turbo-charge customers' IT management solutions already in use.

Unlike any other IT management offering, ITinvolve is built from the ground up to be social and collaborative – automatically involving the right people and presenting them with the necessary knowledge to make fast and informed decisions. ITinvolve finally makes it easy to capture, relate, and share IT knowledge using a 'divide and conquer approach' that enables IT professionals to add what they know and build on the contributions of others along with information documented in existing systems. Combining this collective IT knowledge with unprecedented visualization of key relationships and dependencies, ITinvolve fits naturally into how IT people work and fosters new levels of collaboration for a wide-range of IT activities including: change planning and execution, incident resolution, service request fulfillment, recurring problem remediation, disaster recovery and business continuity, application release management, DevOps, data center infrastructure management, and more.



ITinvolve's innovation has been heralded by IT professionals, respected IT knowledge and service management organizations, leading industry research [analysts](#), social media influencers and [technology media](#) as a game-changer for IT management software. In February, Pink Elephant, a worldwide leader in ITIL and IT Service Management (ITSM) consulting, recognized ITinvolve as a finalist for its coveted [Innovation of the Year award](#).

About ITinvolve

ITinvolve is the leading innovator of IT collaboration solutions. We offer a breakthrough approach that helps IT organizations easily capture and share their collective knowledge as part of daily work. ITinvolve customers have fewer risks associated with changes, resolve incidents and identify the root-causes of problems faster, are able to accelerate the delivery of new application releases, and more. ITinvolve lowers the total cost of delivering great service and does not require the replacement of existing IT management solutions. Built on the secure and scalable Force.com platform, ITinvolve runs in the cloud and requires no hardware or software installation. Call 1-877-741-8944, visit www.itinvolve.com or follow on Twitter [@ITinvolve](#)

Gartner Disclaimer: This research does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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