



## **SQL SENTRY PERFORMANCE ADVISOR FOR ANALYSIS SERVICES NAMED 2009 EDITORS' BEST AWARD WINNER BY SQL SERVER MAGAZINE**

**CHARLOTTE, NC – November 24, 2009** – SQL Sentry, Inc., the developer of award-winning software for Microsoft SQL Server, announced today that SQL Sentry Performance Advisor for Analysis Services has been honored as the 2009 Editors' Best Database Monitoring and Performance Product by Penton Media's SQL Server Magazine.

"The 2009 Editors' Best Awards are an accumulation of our editors', contributors' and authors' subject matter expertise, in service of identifying the year's most significant products in the market," said Michele Crockett, editorial strategy director. "We believe that our editorial experts' annual tradition of selecting winners based on a product's strategic importance to market, its competitive advantages and its value to the customer is particularly significant to the Windows IT Pro and SQL Server Magazine communities this year, as we call out exceptional products in a highly competitive market.

"Our Editors' Best Awards allow us to take advantage of our contributing editors' in-the-trenches expertise in the Windows and SQL Server markets to provide well-earned recognition to products that exceed industry standards. We're proud to now share this invaluable insight with our Windows IT Pro and SQL Server Magazine communities. Our winners should be extremely proud of this honor of recognition from our editorial experts."

SQL Sentry Performance Advisor for Analysis Services provides unparalleled insight into Analysis Services performance, including bottlenecks related to memory and storage systems, aggregation usage, unoptimized queries, and query and processing tasks competing for the same resources.

"We are honored to have Performance Advisor for Analysis Services recognized so quickly by the editorial experts of these industry leading publications," said Greg Gonzalez, President and CEO of SQL Sentry. "Since the launch of this product less than six months ago, we've received many accolades from customers and industry experts for delivering new capabilities to manage and tune Microsoft SQL Server Analysis Services."

### **About SQL Server Magazine**

SQL Server Magazine is the leading publication focused on SQL Server and serves as the independent voice for the active SQL Server community. SQL Server Magazine provides the hands-on tools for database professionals, developers and IT management to keep crucial data available and make it meaningful for business users. Part of the Windows IT Pro family, receiving more than 2.5 million visits per month, the SQL Server Magazine website also includes blogs, forums, podcasts, RSS feeds webinars, virtual events, whitepapers, newsletters, classes and more. Real-world experience shared by the community's most respected experts, rigorously tested step-by-step solutions, deep quality assurance and an 11-year history of industry leadership make SQL Server Magazine the premier, trusted SQL Server resource. For more information, visit [www.sqlmag.com](http://www.sqlmag.com).

### **About Penton Media**

Penton Media, Inc. is the largest independent business-to-business media company in the United States, serving more than 6 million business professionals every month. The company's market-leading brands are focused on 30 industries and include 113 trade magazines, 145 websites, 150 industry trade shows and conferences, and more than 500 information data products. Headquartered in New York City, the privately held company is owned by MidOcean Partners and U.S. Equity Partners II, an investment fund sponsored by Wasserstein & Co., LP, and its co-investors. For additional information about the company and its businesses, visit [www.penton.com](http://www.penton.com).

### **About SQL Sentry®**

SQL Sentry, Inc. delivers software products that optimize the performance of Microsoft® SQL Server® environments. SQL Sentry Performance Advisor® for Analysis Services provides unparalleled insight into



Analysis Services performance, including bottlenecks related to memory, storage systems, aggregation usage, queries and processing. SQL Sentry Performance Advisor for SQL Server delivers an advanced performance dashboard with relevant Windows and SQL Server metrics in a single view along with detailed insight of heavy SQL, blocking, deadlocks, and disk bottlenecks. SQL Sentry Event Manager® is the ultimate scheduling, alerting and response system for managing SQL Server jobs and other events that impact performance.

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