MERCURY™

BUSINESS TECHNOLOGY OPTIMIZATION

For years, Information Technology has played a seminal role in optimizing critical business processes across the enterprise. Now it's time for IT to get optimized. Savvy CIOs are aligning business and IT goals while maximizing the quality, performance, and availability of strategic applications. This is the vision of business technology optimization (BTO).

Mercury is the global leader in BTO. We have a simple and powerful commitment: to help you optimize the business value of IT. Nearly 90-percent of Fortune 100 Companies rely on Mercury software and services to fulfill their BTO strategies. This has made Mercury one of the largest and fastest growing enterprise software companies in the world.

LEADERSHIP
ALIGNING IT WITH THE BUSINESS

"Worldspan's investment in BTO has yielded more than $3 million on an annual basis since its inception. Mercury's BTO offerings have not only been a key enabler to the overall Worldspan strategy, but they have delivered on clearly defined value propositions."
— Sue Powers, CIO of Worldspan

Mercury is the first enterprise software company to offer a BTO technology blueprint for optimizing IT. Fulfilled through a family of Mercury Optimization Centers™, our BTO technology blueprint offers a comprehensive, iterative approach to BTO.

The Mercury Optimization Center model mirrors the transformation many leading IT organizations are undertaking to a "center of excellence" approach to running IT. Mercury Optimization Centers consist of integrated software, services, and best practices for IT governance, application delivery, and application management. Mercury Optimization Centers enable IT functional teams to work in a centralized, automated fashion — saving time, cutting costs, and increasing the effectiveness of critical IT activities.

Mercury IT Governance™ offerings are used by CIOs and IT executives to govern and manage the people, projects, and processes required to run an IT organization like a business. These offerings provide the transparency and control required to achieve strategic business goals from IT investments.

Mercury Application Delivery™ offerings are used by developer, QA, and application support teams to test and tune custom and packaged business applications during the pre- and post-deployment stages. These offerings enable you to improve application quality, performance, and scalability while reducing deployment time, costs, and infrastructure waste.

Mercury Application Management™ offerings are used by IT Operations teams to optimize the performance and availability of applications in production and proactively resolve problems when they arise. These offerings ensure that critical production applications can be counted on to perform as required and deliver business results.

BTO Industry Leading Services
Many of Mercury's software offerings are available as a managed service over the Internet. With this "software as a service" offering, you have the flexibility of choosing what Mercury software to run yourself, and what software you want Mercury to run for you in an outsourced manner. Mercury Managed Service is one of the largest in the enterprise software industry and has delivered BTO software to over 3,000 customers. Mercury also provides a wide range of customer support and professional service offerings that enable global partners and customers to implement, customize, manage, and extend our Optimization Center offerings.

"The substantial time, effort and money Mercury has invested to understand how to optimize enterprise IT and business processes is proof of its commitment to customer success. The result is perhaps the most comprehensive set of BTO software and services available — and Mercury is just getting warmed up." – Enterprise Management Associates

Mercury offers a unique, customer-centric model for delivering BTO software and services.

The Right Software

Mercury Optimization Centers allow you to implement BTO according to specific IT and business requirements. For example, you can start small and use Mercury's BTO offerings to solve a specific departmental need, or use them to optimize a particular project or IT process — like rolling out a new application or optimizing an application problem in production. Or you can take a more comprehensive approach and invest in Mercury Optimization Centers to create global Centers of Excellence (CoE) in IT governance, application delivery, and application management. This enables you to optimize the critical IT functions required to maximize the business value of IT.

At the Right Price

Our software pricing model is aligned with the way you want to license and deploy enterprise software today. In our experience, customers are moving away from buying point-tools sold as perpetual software licenses to investing in flexible, term-based contracts. With Mercury, you can leverage a flexible term-based licensing model for our products and services. That way, you are investing in what you need; in the time frame that you need it. At the end of the contract, you have the power to decide whether to keep investing in our technology, or not.

Delivered the Right Way

IT executives today are demanding the flexibility of determining the best way to deploy enterprise software. Mercury gives you the option to choose how you want to implement our BTO offerings – either as in-house software or as a hosted service. If you choose the latter, as have thousands of our customers, our team will operate your Mercury Optimization Center for you, leveraging our experienced resources, best practices, and scalable and robust infrastructure.

When our software is deployed through the Mercury Managed Service offering it allows you to generate value in the fastest time while reducing total cost of ownership. If you decide on a traditional, in-house deployment, our Professional Services team and partners are available to assist you with implementation and staff training.

EXECUTION
FLEXIBLE SOFTWARE DELIVERY MODEL

BUSINESS VALUE
DELIVERING MEANINGFUL RESULTS

"Every Monday morning, our top executives in the Office of the President meet, and the project status list generated by Mercury IT Governance Center™ is the first thing we go over. The business side people now understand what's in play, what's not in play, and what are the issues. That's worth its weight in gold to me."
— William Farrow III, CIO, Chicago Board of Trade

Mercury's leadership in the BTO market is built on a 15-year history of innovation, growth, and leadership. We have invested hundreds of millions in research and development, strategic partnerships, and acquisitions to continue to innovate. During the downturn in technology spending when many enterprise software companies suffered declining revenues and R&D budgets, Mercury kept growing and investing. In fact, Mercury is one of the largest and fastest growing enterprise software vendors in the world. We have been a public company for over 10 years, are a NASDAQ 100 company, are part of the S&P 500 and, at the end of 2003, had over $1.2 billion in cash.

Our customers are global leaders in a wide range of industries and levels of government, including companies such as Abbott Labs, Bank of America, CitiBank, DHL, DaimlerChrysler, Dow Chemical Company, Fidelity, GE Capital, General Motors Corporation, Hewlett-Packard,

ING Direct, IBM, Nationwide, MCI, Microsoft, Motorola, Pfizer, SBC Communications, Siemens, Verizon, Vodafone, and Volkswagen. Mercury also has long-standing relationships with leading technology and solution partners including Accenture, BearingPoint, BEA Systems, Hewlett-Packard, IBM, Microsoft, Oracle, PeopleSoft, SAP, Siebel, and many others.

In short, Mercury has the vision, ability to execute, and financial resources to be a great business partner for your enterprise.

THE BOTTOM LINE
OPTIMIZING THE BUSINESS VALUE OF IT

In summary, Mercury is all about getting the maximum value from your IT investments. We can help you:

• Align IT with business goals,

• Optimize application quality, performance, and availability,

• Lower costs, and

• Minimize risks.

For more information, visit us online at www.mercury.com

MERCURY™

Mercury Interactive is the global leader in business technology optimization (BTO). We are committed to helping customers optimize the business value of IT. WWW.MERCURY.COM