

Press release



VALUE CREATION and COMPANY

Value Creation and Company expands its investment in NetDialog

Bilthoven, February 6th, 2015

After the capital injection in Safety Changer last month, technology investor Value Creation and Company (VC&C) now expands its investment in software provider NetDialog to enable them to accelerate the development and international marketing of innovative monitoring software services.

NetDialog is a pioneer and leader in Network Performance Monitoring and Diagnostics (NPMD) and in Application Performance Management (APM). These fields of play are being closely monitored by technology research companies such as Gartner, Forrester and IDC. NetDialog delivers their NetX software service together with partners (Communication Service Providers, Systems Integrators and Technology Vendors) to medium and large enterprises and governments worldwide. NetDialog's strategy is to build, maintain and grow long-term relationships by delivering their flagship software capability NetX to manage, optimize application performance and increase end-user experience. Major customers include Boskalis, Ballast Nedam, PWC, Department of Justice and UWV.



Why NetX NPMD?

- ▶ Provides network and application performance information in simple, relevant and business centric formats
- ▶ Collects key performance metrics
- ▶ Consolidated device type information presented in a single dashboard
- ▶ Real-time and historical reporting
- ▶ Delivered as Software-as-a-Service (SaaS) from the cloud
- ▶ No CAPEX
- ▶ Fast & easy deployment

“NetDialog delivers an in-depth monitoring and reporting service from the cloud, enabling its clients to focus on their core-activities and operate faster and more efficient. NetX monitors and analyzes availability, performance and user experience and enables application optimization in Wide Area Networks (WAN) & Cloud environments on a 24/7 basis. NetX works by collecting and correlating data from multiple devices, such as Cisco (CBQoS, SNMP, NetFlow, NBAR2, NAM and IP SLA), Juniper (Jflow), Lancope and OneAccess routers and from different WAN Optimization Technology vendors including BlueCoat, Cisco, Exinda, Riverbed and Silver Peak. “Using NetX results in better control over key applications running across the network and more efficient utilization of the WAN and other components of enterprise IT infrastructure at optimal cost levels”, says Olaf Hasker (CEO NetDialog). “Over the years NetDialog has attracted many large customers around the world.”

“VC&C has been actively involved with NetDialog for a number of years now, their continued support allows us to even quicker develop new services and tap in to new markets”, Olaf continues.

“NetDialog helps enterprises and partners to determine the right steps forward in developing a business-aware Application Delivery Network. This is key for any organization that values a business compliant ICT infrastructure”, Aldebert Wiersinga, Managing Partner of VC&C states. “We are therefore more than confident we will have a good return on our investment in the next few years.”

In addition to investing, VC&C has a Board position and actively supports NetDialog with the execution of their international growth plans. “Apart from the knowledge and experience of VC&C with fast growing technology companies, the increased involvement of VC&C gives NetDialog more (financial) means to accelerate the international expansion”, says Jos Bourgonje (Chairman of the Board).

Background information:

NetDialog International, Utrecht, The Netherlands

NetDialog International was founded in 2009 and is a pioneer and leader in NPMD and Application Transaction Monitoring (ATM). NetDialog’s flagship product NetX delivers an in-depth monitoring and reporting software-as-a-service that analyses the availability and performance of applications across an IT infrastructure on a 24/7 basis. NetX enables their users to focus on their core-activities and operate faster at optimal cost levels anytime, anywhere. www.netdialog-int.com

Value Creation and Company, Bilthoven, The Netherlands

Value Creation and Company B.V. (VC&C) was founded in 2005 by ICT serial entrepreneurs who started, developed and exited tens of ICT companies. VC&C (co-)funds companies active in software development and managed services. VC&C differentiates themselves from other investors by adding “intellectual capital”, sector experience & expertise, their network and active involvement to bring companies to the next level. www.vcxc.com

For more information:

NetDialog International B.V.
Creative Valley, Orteliuslaan 1
3528 BA Utrecht
The Netherlands

Value Creation and Company B.V.
Soestdijkseweg Zuid 260
3721 AK Bilthoven
The Netherlands

Olaf Hasker, CEO

Aldebert Wiersinga, Managing Partner

E-mail: olaf.hasker@netdialog-int.com

E-mail: a.wiersinga@vcxc.com

Phone: +31 88 018 11 00

Phone: +31 30 2253506