

# Nimsoft acquires, builds channels



PRIVATELY-owned Nimsoft has blown some of the \$10m (€6.3m) it raised last year from venture capital on US software house Indicative Software for an undisclosed mixture of stock and cash. This fills a gap in its enterprise service level management solutions, and adds 22 to its 140 headcount.

Nimsoft retains its R&D in Oslo where it started, but the centre of gravity has moved slightly further to the US. European headquarters is in the UK; CEO Gary Read, also from the UK, is based in the US, and will continue to lead the business. Indicative Founder John Smith is Nimsoft's new VP Strategy, responsible for corporate and product strategy.

The current performance and availability monitoring market is dominated by four large vendors, HP, IBM, BMC Software and CA, but Nimsoft says that "customers continually report and complain about painful complexity resulting in large amounts of professional services and a high cost of ownership from products that are dated and over-engineered for today's requirements."

Tim Bisley (*right*), VP EMEA, leads Nimsoft's EMEA sales operation with offices in the UK, Norway, Germany and Spain. Previously, vice president EMEA of the Corporate Sales Division at HP Software, he tells *IT Europa*: "We secured the intellectual property of the company including most of the staff. They had been working hard

on developing products and this gives us the ability to monitor the service from both ways – the end-user and kernel."

This will help Nimsoft in key areas: for example managed services providers make up more than a third of the business, and is its fastest growing market. The addition of Indicative adds business service management (BSM) and end-user response time monitoring capabilities to its solutions for network monitoring, server monitoring, database monitoring, application monitoring and service level management (SLM), he says.

But he is confident that he can continue to beat down the "big 4" competition. "It's the way we license. For MSPs it is very easy and quick to add more customers."

Nimsoft has picked up a number of integrator partners, and this will be added to by Indicative Software's own channel. With a core base of customers in financial services, once might expect him to be a bit concerned at forecasting growth, but he says, "CIOs are interesting in cutting costs and find ease of use and deployment a challenge."

So even though Nimsoft is up against the big



four enterprise management vendors, it thinks it has a winning message. Tim Bisley says he has been getting calls from partners of the big names who want a better solution: "There is evidence that the partners are losing faith with the big names"

"We have our feet on the ground, and by being focused can offer them something that is not the IBM or HP software, nor the CA mess."

Partners will benefit from the expansion of the channels: "We see a lot of growth there, in fact it is the quickest way to hit the market."

Nimsoft France has just put an experienced parent manager in place; there are more people in the Nordics, where Nimsoft already has a big name in Norway. And a new appointment in eastern Europe will build a 100% channel approach there.

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Consolidation goes on. Taking on the big boys will be a challenge, and will depend largely on the quality of the channel Nimsoft manages to recruit and retain. It will need to highlight those claims of big names losing market.