



Aldon Partners With SQL Farms to Bring Process-Driven ALM to SQL-Centric Databases

SQL Farms, Inc., January 22, 2008

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Aldon, the leading provider of application lifecycle management (ALM) solutions announces a strategic technology partnership with SQL Farms to deliver process-driven change management to database administrators (DBAs) and developers that will simplify code development and deployment across multiple databases, applications and IT environments.

PR9.NET January 22, 2008 - EMERYVILLE, CA and RESTON, VA - Aldon, the leading provider of process-driven application lifecycle management (ALM) solutions, today announced a strategic technology partnership with SQL Farms, a leading provider of database management tools for large SQL Server IT environments. The partnership is aimed at delivering change management to database administrators (DBAs) and developers that will simplify development across multiple databases and applications, increase process automation and synchronize IT departments.

The database is one of the most critical corporate assets for any organization and managing multiple ones can be very challenging and time consuming. Even more challenging can be bringing database objects to an application. Until now, that process has been tedious and manual for both the DBAs and developers because the database lifecycle lives completely separate from the application development lifecycle. The Aldon and SQL Farms combined technology delivers a solution that will seamlessly integrate the database with the application and eliminate manual issues while providing proper change management and database integrity.

The partnership represents an opportunity for companies to synchronize developers and DBAs into one core process-centric solution for better management control. All too often DBAs are disconnected from the rest of the development process and work without process automation, leaving CIOs to manage many groups from different systems despite a constant cross-over of responsibilities. Aldon's process-driven ALM eliminates that silo effect because it automates and manages change to both the application lifecycle and database objects. The integrated solution also provides an automated, traceable audit trail, so management can meet regulatory obligations.

"SQL Farms is thrilled to work with Aldon. We share the same methodology of lifecycle process automation which made this strategic partnership a natural choice," said Dr. Omri Bahat, co-founder and director, SQL Farms. "As a standalone, SQL Farms increases productivity and automation for DBAs, but when you add Aldon to the mix the impact is tripled. Together we can help IT departments better address rapid business change and be a real asset to their organization."

"For Aldon, delivering continuous improvement and process management across every facet of IT operations is our ultimate objective," said Matt Scholl, president and COO, Aldon. "Partnering with a company like SQL Farms helps us to deliver on that goal. We're truly impressed by SQL Farm's technology and excited to bring it to the ALM world."

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About Aldon

Aldon is the leading provider of Application Lifecycle Management (ALM) solutions, bringing the benefits of process-driven application change management to IT, and accelerating the delivery of mission-critical business applications. Aldon ALM solutions support today's agile organizations by enabling IT teams to greatly improve their products' time to market, reduce business disruptions, achieve regulatory compliance and increase return on investment. More than 1,300 companies, including 70 of the Fortune 100, rely on Aldon ALM solutions for enterprise software configuration and change management for their IT business processes. Established in 1979, Aldon is headquartered in Emeryville, California and maintains 16 offices worldwide serving more than 40 countries. For more information, please visit www.aldon.com.

About SQL Farms, Inc.

SQL Farms, Inc. is a product-focused company that develops tools for database administrators and developers working in large enterprise environments and datacenters. At the core of the SQL Farms' products is a distributed parallel database access (patent-pending) technology that allows users to work with many databases and servers in parallel the same way they work with a single database today.

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