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eTelemetry Releases First Network Appliance to Provide Real-Time Social Network Analysis

—MetronEBA discovers thought leaders and informal collaborative groups within an enterprise—

Annapolis, MD (October 10, 2007)—eTelemetry, Inc. today announced the general release of MetronEBA, the first network appliance to deliver real-time Social Network Analysis (SNA) to the enterprise. MetronEBA provides a top-down view of how an organization operates – the informal organization – for the discovery of informal collaborative groups, key connectors, and thought leaders.

MetronEBA is built on eTelemetry's patented people-to-IP technology that identifies the person by name and location in the organization via a plug-and-play network appliance. MetronEBA maps organizational collaboration in real time and historically, enabling optimized collaboration by identifying silos and eliminating bottlenecks. It also performs differential analysis on social networks from an easy-to-use, executive level dashboard and automatically collects SNA data in real time or can export the SNA data to third-party SNA tools.

IT managers and business executives can leverage the MetronEBA capabilities to identify collaboration between individuals and departments, discover key connectors within the organization, and measure the effectiveness of business process reengineering (BPR).

Included in MetronEBA are industry standard SNA statistics such as: Betweenness – the degree an individual crosses between the communication paths of others; Centrality Closeness – represents how close individuals are to the center of the organization's network; and Centrality Degree – the number of connections an individual has to others in the organization.

“MetronEBA is the next step in leveraging our core technology to provide business intelligence from the network,” says eTelemetry CTO, Alan Schunemann. “The information MetronEBA provides executives is revolutionary for enterprise visibility.”

About eTelemetry

eTelemetry is the leader in extracting real-time business information from network activity. eTelemetry's innovative products tell you everything about the people on your network, answering the who, what, where, when, and how much. By applying its proprietary technology, eTelemetry's award-winning products provide information leading to increased productivity, risk identification, reduced costs, greater network efficiencies, and insights into how people collaborate. Since 2004, eTelemetry has been ***Turning Network Traffic into Business Intelligence***[™]. For more information, call 888-266-6513 or visit <http://www.etelemetry.com>.



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