



FOR IMMEDIATE RELEASE

## **Zencos Leverages eTelemetry's Social Network Analysis Appliance to Prepare Companies for Enterprise-Wide BI Deployments**

**Annapolis, MD (October 2, 2007)**—Zencos Consulting LLC and eTelemetry, Inc. today announced their partnership designed to prepare businesses for enterprise-wide business intelligence (BI) implementations by leveraging real-time social network analysis (SNA). The companies are using the real-time SNA capabilities of eTelemetry's MetronEBA (Enterprise Behavior Analysis) network appliance combined with Zencos' expertise in deploying SAS<sup>®9</sup> enterprise platform, to assist large organizations with enterprise-wide BI implementations.

By analyzing the internal social network before deploying BI, business leaders gain the ability to understand the organizational silos, leaders, and informal collaborative groups within an organization. This greatly improves the development and implementation of change management strategies to achieve the highest degree of organizational acceptance.

"eTelemetry's innovative network appliance identifies social networks within an organization," said Joe Costanzo, Zencos CTO. "By identifying each person's business activity and bandwidth usage in real-time, MetronEBA provides us with invaluable data and contextual information for today's business managers."

MetronEBA's ongoing social network analysis provides a top-down view of how an organization operates – the informal organization. This knowledge enables organizations to understand how innovation occurs and who the thought leaders are within the informal collaborative groups.

"eTelemetry is excited to have Zencos on board as an early adoption partner. They are leading the way by bringing plug-n-play social network analysis to their clients," said Alan Schunemann, eTelemetry's CTO.

eTelemetry's MetronEBA is a network appliance that also enables organizations to dynamically identify the bandwidth usage and Internet activity of a person and department regardless of changing IP addresses. By identifying the top bandwidth users and Internet activity by name, MetronEBA provides business and IT managers with baseline people information to better

manage enterprise behavior and policy. While there are many tools on the market that identify bandwidth usage by IP address, MetronEBA is the only product to identify Internet activity without running agents on the desktop.

### **About Zencos**

Based in Durham, N.C., Zencos, an *Inc.* 500 business intelligence consulting firm, offers solutions that provide the vital intelligence data necessary to interpret information accurately and correctly. From the creation of data marts to e-applications, sophisticated reporting, analysis and visualization, Zencos delivers a strong methodology and framework that achieves insight and flexibility allowing companies to make critical business decisions. Zencos, the architect of vision and strategy for business intelligence solutions, offers comprehensive business intelligence technology to the financial services, healthcare, telecommunications and manufacturing markets, as well as other industries. See where our vision and strategy for business intelligence can take your company, visit us at [www.zencos.com](http://www.zencos.com).

### **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*<sup>™</sup>. For more information, call 888-266-6513 or visit <http://www.etelemetry.com>.

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