



Data performance management—fast and simple.



► Purpose

SentryOne improves the quality of life for the Microsoft data professional.

► Mission

SentryOne empowers the Microsoft data professional to achieve breakthrough performance across physical, virtual, and cloud environments.

► Values

Innovation

We create inspired, visionary solutions and take on the challenges that others won't or can't.

Quality

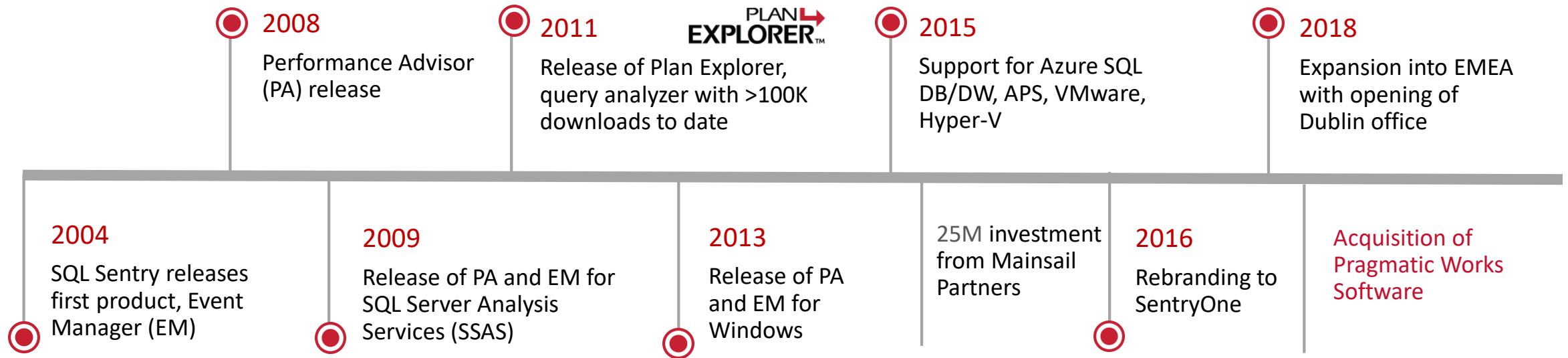
We embrace excellence by "getting it right" the first time.

Agility

We respond and adapt quickly to the needs of our clients.

Company History

SentryOne was founded as SQL Sentry by Greg Gonzalez, who ran a hosting company and couldn't find the type of database monitoring solution he needed—one with truly actionable information— so he built it himself. The current consolidated S1 lineup empowers Microsoft data pros to optimize data systems across their Microsoft environments.





*Pragmatic Works Software
is now part of SentryOne.*

Who We Are

SentryOne® helps data pros develop, test, document, and monitor SQL Server, Azure SQL Database, and the Microsoft Data Platform.



Develop

Data integration components, data modeling and schema comparison tools, and query analysis and tuning solutions



Test

Automated testing for SQL Server, SQL Server Integration Services (SSIS), SQL Server Analysis Services (SSAS), and SSRS



Document

Documentation and metadata management for SQL Server, SSAS, SSIS, and SSRS for GDPR/compliance managers



Monitor

Database performance monitoring, diagnosis, and optimization for DBAs, IT managers and BI professionals

SentryOne DevOps & Data Performance Management



Develop



Test



Document



Monitor

SentryOne Platform					Monitor, diagnose, optimize performance
Plan Explorer		Query analysis and tuning			
Task Factory		High-performing SSIS components			
Pragmatic Workbench	LegiTest		Automated testing		Reconcile production data
	BI xPress	Build BI packages	Generate test data		Deploy BI packages
	DBA xPress	Schema inspector	Data inspector		Data space analyzer
	DOC xPress			Lineage and impact analysis	Manage database metadata and documentation

Faster, more accurate data management

SentryOne Platform

The SentryOne platform helps data professionals monitor, diagnose, and monitor the Microsoft data platform.

SentryOne Task Factory

Task Factory offers essential, high-performance components and tasks for SSIS that eliminate the need for programming.

SentryOne Pragmatic Workbench

Pragmatic Workbench helps DevOps teams easily develop, test, document and monitor the Microsoft Data Platform.

S1 Provides End-to-End Visibility Across the Data Platform



Monitor, diagnose, and optimize SQL Server performance.



Find and fix SQL Server Analysis Services (SSAS) performance problems



Monitor resource utilization (memory, CPU, network, storage) of virtualized environment.



Boost Windows Server and Hyper-V virtualized environment performance.



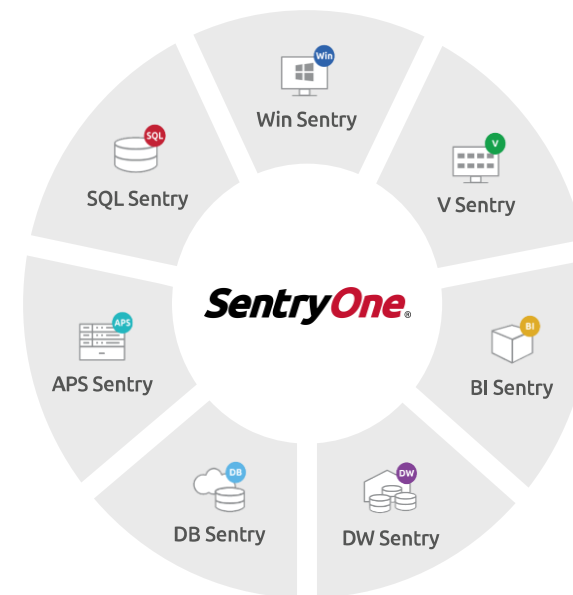
Keep Azure SQL Databases running at peak efficiency with performance metrics including DTU usage.



Accelerate Azure SQL Data Warehouse performance with visibility into workload impacts.

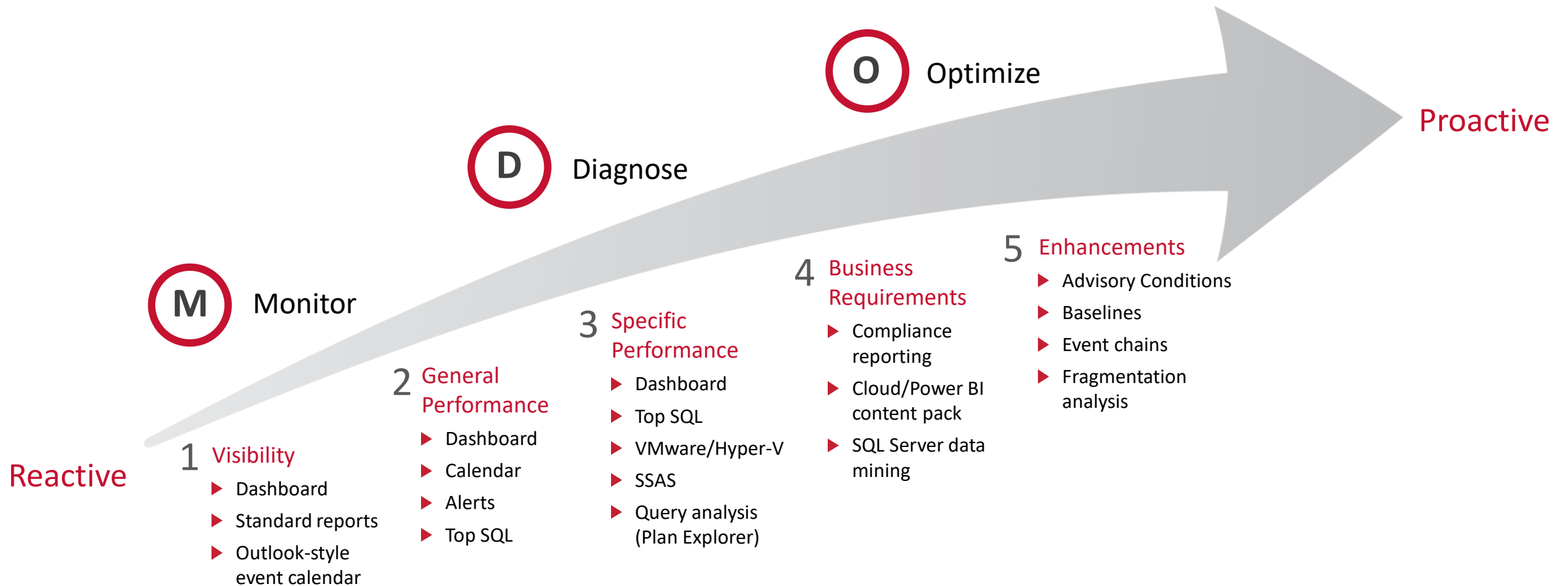


See performance information for Microsoft Analytics Platform system, including data movement and details about distributed queries.



MDO Methodology | Monitor. Diagnose. Optimize.

Go from reactive database firefighting mode to proactively optimizing data system performance.



SentryOne Task Factory

High-performance components and tasks for SSIS that eliminate the need for programming



Connectivity

Pull information using SSIS from platforms such as Hadoop, SharePoint, Salesforce, and more

Performance

Task Factory components are optimized to run much faster than the native SSIS components.

Productivity

With over 60 components, Task Factory can increase productivity, improve performance and increase your ROI.

Data Warehouse

SSIS components designed to easily load and manage your data warehouse.

SentryOne Pragmatic Workbench

Develop, Test, Document, and Monitor the Microsoft Data Platform



DOCxPRESS

Manage database and BI documentation and metadata



LegiTest

Automated testing for SQL Server databases, SSAS, SSRS, and more



**PRAGMATIC
Workbench**



BixPRESS

Real-time monitoring and notifications for SSIS packages



DBAxPRESS

Simplify developing and monitoring SQL Server databases

Why Choose SentryOne?



S1 Delivers Superior Capabilities

What S1 Delivers	What This Means to You
S1 delivers the highest granularity of performance metrics in the industry	You can pinpoint the root cause of the most complex database problems
Easy-to-use “Jump To” navigation	You can quickly switch views to see key metrics across your database systems that help you identify and address problems
Limitless, easy-to-configure customization	You can tailor the S1 dashboard views, alerts, and Advisory Conditions to fit your needs
Environmental Health Overview provides a real-time, at-a-glance snapshot of your entire data estate	You can dramatically cut your time spent on routine database tasks by clearly seeing the problem areas you need to address

“SentryOne massively speeds our ability to find and fix performance problems.”

—Karl Grambow
Ceo

S1 Delivers Extreme Scalability

What We Deliver	What This Means to You
Proven ability to scale to hundreds of servers	You can be confident that our solutions can handle enterprise-level workloads
End-to-end visibility across your environment	You can easily identify and address performance problems that lie outside the SQL Server database—for example, in the virtual environment
Low overhead—minimal “observer effect”	You won’t need additional resources (hardware, CPU) just to run SentryOne—our performance monitoring platform will not cause performance problems
Continuous engagement with our team of data experts through Joint Technical Reviews	You’ll have consistent, experienced guidance on optimizing your organization’s data performance and you’ll have direct feedback from our team and influence on future improvements

“SentryOne has horizontal scalability, demonstrated high availability, and agentless design. SentryOne is a great tool for an enterprise-scale environment.”

—Derik Hammer
Data Manager, Subway

S1 Has Unmatched Expertise

Our Expertise	What This Means to You
Founder Greg Gonzalez built SentryOne based on his experience running a hosting company and the need for an effective database monitoring solution	You'll know that SentryOne is built by data experts for data experts—with continuous product evolution guided to this day by the founder
9 Microsoft Data Platform MVPs on staff—more than any other database monitoring company	You'll have ready access to our team of Microsoft experts, who have Microsoft market knowledge as well as S1 expertise
S1 team members interact constantly with data pros through data community events, blogs, and social media	You'll know that the S1 team has a continuous feedback loop from data pros like you—so our solutions evolve to meet real-world challenges
S1 has laser focus on the Microsoft data platform and SQL Server—the fastest-growing database platform	You'll experience faster time to value because of our extensive experience with Microsoft data systems, including Azure SQL Database and Azure SQL Data Warehouse



Greg Gonzalez
Founder & CTO
Microsoft MVP

The S1 team shares data expertise at:

[SentryOne Team Blog](#)
[SQLPerformance.com](#)


And at various events listed at:
[SentryOne Events](#)

S1 Has Unrivaled Customer Success Focus

S1 Customer Success Proof	What This Means to You
S1 has a high Net Promoter Score (NPS) of 66—the software industry average is 44.	You'll experience the same focus on your success that has earned S1 respect and loyalty from our customers.
SQL Sentry has an 8.8 (out of 10) rating with 110+ reviews to date on TrustRadius, independent review site for business technology.	You can verify the success of S1 implementations through unbiased ratings and comments from real-world data professionals.
S1 has 100% customer satisfaction rating for customer support tickets: Nearly half of tickets are resolved in under one hour.	You'll know that the S1 will respond quickly to your database performance problems—we won't leave you hanging.

SQL Sentry Scorecard



 Score 8.8 out of 10

trustradius.com/products/sql-sentry/reviews

How S1 Helps You Succeed

What We Do	What You Get
Proof of Concept (POC) evaluations	<ul style="list-style-type: none">▶ Confidence that our solutions are a perfect match for your environment and workloads▶ Consistent engagement with our team of S1 experts for faster time to value▶ Documented recommendations for optimal S1 deployment for your organization
Training Resources	<ul style="list-style-type: none">▶ Hundreds of self-paced learning resources from our SQL Server experts, including eBooks, web seminars, and videos▶ 2-Minute Tuesdays video series: Quick demos of valuable S1 capabilities to get you up to speed faster▶ 1:1 training with our experts, by request
Health Checks and Joint Technical Reviews	<ul style="list-style-type: none">▶ Scheduled engagements with our experts to ensure your S1 solutions are optimized for your environment
Professional Services	<p>Get expert guidance from SentryOne through our Professional Services offerings:</p> <ul style="list-style-type: none">▶ Smart Start: Fast, expert SentryOne rollout▶ Performance Assessment: Expert help with specific SQL Server performance problems▶ Custom Consultation: Program designed to address specific data-driven initiatives, from specialized training to data mining projects▶ SentryOne Premiere: End-to-end engagement to solve your business-critical data performance needs

Why Switch from Idera?

Problem	S1 Solution
You're experiencing gaps in monitoring data.	S1 minimizes gaps in monitoring data by collecting metrics based on volatility, resulting in lower overhead and higher performance.
You're not sure which Idera products you actually need.	S1 was built from the ground up on the Microsoft platform, so all solutions work together seamlessly with no redundancy.
You are becoming overwhelmed with alerts.	Our revolutionary Advisory Conditions can be tailored to the environment for optimal, proactive monitoring.
You can't get your support issues resolved.	S1 has an on-site support team staffed with SQL Server experts, 100% customer satisfaction rating for support calls, and resolution within one hour for 50% of our tickets.
You're finding the interface hard to use, with core options and behaviors hidden in nested sub-menus.	S1 has an intuitive interface that displays a dashboard of overall environment health, with horizontal Jump To navigation that simplifies investigating problems across systems.

SentryOne Success Story: **Find out why** Subway switched from Idera to SentryOne

Why Switch from SolarWinds DPA?

Problem	S1 Solution
You're discovering that DPA's reliance on wait stats as the key performance metric is leading to incorrect (and maybe costly) conclusions.	S1 provides the most accurate performance analysis, with an efficient interface that allows drill-down into relevant details with just a few clicks.
Your team is suffering from excessive, meaningless alerts.	Our customizable alerting systems focuses on actionable information, which combats "alert fatigue."
You have no visibility into whether SSAS is causing performance problems.	S1 was the first in the industry to offer monitoring for SSAS Tabular and Multidimensional modes.
You've realized that DPA offers no index analysis capabilities.	S1 Indexes tab displays index-related statistics and charts, from the target level down to the individual index level.
You can't get your support tickets resolved.	S1 has an on-site support team staffed with SQL Server experts, 100% customer satisfaction rating for support calls, and resolution within one hour for 50% of our tickets.

Why Switch from Quest?

Problem	S1 Solution
You're having trouble getting a consistent historical view of database performance.	Our dashboard and navigation make it easy to pinpoint when an event occurred that caused a performance problem.
You're having difficulty keeping track of tasks in Spotlight.	Our Outlook-style calendar shows all events across monitored servers in one view, and Jump To navigation lets you easily switch views across systems and resolve problems faster.
You have no way to set performance baselines.	S1 has advanced capabilities for setting baselines for proactive database performance monitoring.
You're having doubts about Spotlight's ability to scale.	S1 has agentless architecture, which facilitates low performance overhead ("observer effect"), and our solutions are proven to scale to 100s of servers.

Why Switch from Redgate?

Problem	S1 Solution
SQL Monitor isn't giving you the details you need to pinpoint the problem.	Deep performance analysis with an efficient interface—drill down into relevant details in a few clicks.
You have no visibility into whether SSAS is causing performance problems.	S1 was the first in the industry to offer monitoring for SSAS Tabular and Multidimensional modes.
You're not getting the information you need about high-impact queries.	Our revolutionary Top SQL interfaces provides unparalleled visibility into the database environment, allowing you a deeper understanding of problem queries with just a few clicks.
You need a no-fail solution for AlwaysOn monitoring.	S1 supports AlwaysOn monitoring with a view of data movements and topography.
You suspect your performance problems are attributable to the virtualized environment, but can't verify with SQL Monitor.	S1 includes host and guest monitoring for VMware and Hyper-V.
You don't have a way to manage SQL Server Jobs with SQL Monitor.	S1 shows all events happening across the environment---not just SQL Server jobs—in an Outlook-style calendar view.

Proof of Concept

The SentryOne Proof of Concept process is a simple, proven framework for evaluating SentryOne solutions.

What You'll Get with an S1 POC:

- ▶ Confidence that our solutions are a perfect match for your environment and workloads.
- ▶ Consistent engagement with our team of S1 experts for faster time to value.
- ▶ Documented recommendations for optimal S1 deployment for your organization.



Companies with High Demand for Database Performance Choose SentryOne

Financial



Health & Insurance



Technology



Food & Restaurants



Success Story: Subway



Challenge

Subway (44K shops in 112 countries) experienced database performance problems resulting in ordering delays for thousands of customers using the online ordering platform.

Solution

Subway switched from Idera to SentryOne solutions to monitor, diagnose, and optimize QA testing and production databases.

Results

Using SentryOne, Subway reduced the time spent collecting data and diagnosing each production performance problem from an hour to about five minutes, a 92% reduction.



“SentryOne speeds the detection of performance problems by showing you the execution plans and giving you the details so you can get to the root of the problems.”

—Derik Hammer, Data Manager, Subway



Success Story: Republic Bank



Challenge

Republic Bank needed to better manage data processing resources for its traditional banking transactions and its tax-based business, which generates a four-month surge in processing demand each year.

Solution

Republic Bank implemented *SQL Sentry* for database monitoring and *V Sentry* for visibility into resource utilization across the company's VMware environment.

Results

The Republic Bank data team used *SentryOne* solutions to close gaps in monitoring data and now proactively manages a data estate of 1,500 SQL Server databases across 100 servers with a four-DBA team.



"SentryOne has enabled us to prepare for seasonal spikes in processing pressure so we can publish data faster."

—Chris Yates, Assistant Vice President,
DBA Manager, Republic Bank

Success Story: Tableau Software



Challenge

Tableau Software DBA Nick Duckstein and team members were forced to sift through thousands of emails documenting performance problems with SQL Server data that is replicated to a series of clustered reporting servers being constantly hit with ad-hoc queries.

Solution

The Tableau team used SentryOne SQL Sentry to significantly reduce time spent triaging database alerts.

Results

SentryOne performance monitoring and intelligent alerting capabilities gave Tableau a 90 percent reduction in time spent responding to database alerts, without adding performance overhead.



“We needed knowledge and experience with intelligent alerting, and we got that with SentryOne.”

—Nick Duckstein, DBA, Tableau Software

SentryOne + the Data Community



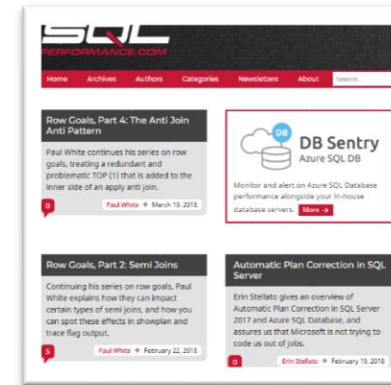
Longtime PASS Global Alliance Partner and sponsor of the PASS Women in Technology Group



Maker of the industry's favorite query analyzer, Plan Explorer, which has more than 100,000 downloads



More Microsoft MVPs on staff than any other database monitoring company



Operator of **SQLPerformance.com**, a blog offering data performance guidelines written by some of the most esteemed voices in the data community.



Gold Data Platform
Gold Application Development
Silver Data Analytics
Silver Cloud Platform

Thank you!

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