



1. What did SolarWinds announce today?

SolarWinds (NYSE: SWI), a leading provider of powerful and affordable on-premise [IT management software](#), today announced the acquisition of Pingdom, a leading provider of website monitoring and application performance management solutions. The acquisition of Pingdom will allow SolarWinds to expand beyond its traditional on-premise IT Management stronghold to support the evolution of performance management from on-premise IT, to IT as a Service, to IT in the Cloud.

Throughout our 15-year history, SolarWinds has worked in conjunction with IT Pros to understand the impact of technology on businesses and deliver the right solution at the right time. Regardless of whether it is an IT Application Stack or Web Application Stack, when performance matters, SolarWinds will now offer the best combination of powerful and easy to use products on the market.

2. Who is Pingdom?

Pingdom, a leader in the website monitoring and performance market (WPM), is dedicated to making the web faster and more reliable by creating easy to use tools and services for website owners, regardless of who they are, where they are and the size of their website. Based in Sweden and founded in 2007, Pingdom was in part started out of frustration that there weren't any affordable services available for website owners to monitor outages. In just seven years, the company has earned the trust of more than 500,000 users in over 200 countries including some of the biggest brands in the world.

3. Why is SolarWinds acquiring Pingdom?

The acquisition of Pingdom will enable SolarWinds to extend its product portfolio to **web application performance management in the Cloud**.

In the rapidly emerging Cloud era, complex technologies and application architectures are creating new opportunities in the development and availability of application environments. Faster and more flexible applications are becoming critical and ubiquitous in the business environment. But, if these applications are down, or performance is poor, a business' productivity decreases meaningfully, and revenue can be lost.

Slow IS the new DOWN.

These application environments – including the platforms (web, mobile, Cloud) on which they operate and the required infrastructure required to support – add a level of interdependence

and complexity not experienced before, requiring a new generation of web-based products to help teams ensure the availability of business-critical applications.

Based on the feedback we have received from our base of more than 150,000 customers, we know that web applications are becoming more pervasive within their business and the lack of ability to effectively manage these environments is causing strife. As the mantra for web and applications operations teams moves from ensuring the basic availability of IT infrastructure to delivering performance management for critical application capabilities to end users, the need for comprehensive performance management products increases.

We, as a key partner to solving performance issues, need to move with them through this transition.

4. *Why Pingdom over other WPM vendors?*

Our decision to acquire Pingdom follows careful consideration of the web application monitoring vendor landscape. We believe that Pingdom is one of the best businesses and offers the best set of products available in the market today. In just seven years, the company has earned the trust of more than 500,000 users in over 200 countries including some of the biggest brands in the world.

As an emerging leader in the WPM and DevOps market, we believe that Pingdom has a well-recognized and respected brand within the WPM market with a sizable web-presence, and social media leadership.

The company shares SolarWinds' vision as to the evolution and development of the Web, web application and mobile application environments in support of business-critical processes.

SolarWinds also believes that Pingdom's transactional business model, commitment to product usability and customer success, merge well with SolarWinds' market-leading approach and core philosophies.

5. *How does this fit with SolarWinds growth strategy?*

With the acquisition of Pingdom, SolarWinds takes a significant step in supporting all-types of businesses and organizations in managing their business-critical **web application environment – from the infrastructure to the application itself**.

Comprehensive web app monitoring and management will enable marketing managers, web applications managers, development operations, and IT operations teams, to sort through and analyze the vast amount of data created by websites; mobile and web applications; and the technology and infrastructure on which they depend.

Our unique approach to solving the performance management of the on-premise IT Stack will extend to how we, along with Pingdom, approach Web Application Stack and Cloud Stack.

We are committed to designing our products to address the performance management needs for businesses of ALL sizes, not just the Fortune 500.

Our two companies will continue to pursue the goal of working with our users to address the needs they currently have and those that the market anticipates they will have in the near future.

And, as always, we will continue to give users the ability to solve a specific management problem or use a combination of integrated products to get a top to bottom view of the application environment and the supporting infrastructure, regardless of where it lives.

6. *What abilities does Pingdom's product provide to individuals and teams responsible for the performance of the web environments and how is the product deployed?*

The technology behind Pingdom is developed in house, which allows for a significant opportunity to satisfy customers' current and future monitoring needs. And, they believe that the need for website monitoring is equal to that of a backup service or antivirus.

Pingdom's enterprise-ready web applications monitoring offering, delivered via the Cloud, allows users to monitor the uptime and performance of their website or server. The product offers the following features to help ensure business-critical application availability:

Uptime Monitoring

Synthetic tests gauge the performance of a website and supporting infrastructure (e.g., database server) once a minute to once an hour from 70+ locations globally.

Web Performance Monitoring

Real user monitoring (RUM) allows users to track real-time website response times and page views by browser, geographic location, platform (i.e., mobile vs. desktop).

Transaction Monitoring

Synthetic transaction tests enable users to measure the performance and functionality of an interaction of steps on a website (e.g., the checkout process at an ecommerce site).

Alerting & Reporting

User(s) receive notifications via text, emails, Twitter, or in-app notifications (via Android & iOS apps). And, reports save and deliver test data via easy to understand reports.

7. *Will SolarWinds continue to support and sell Pingdom products?*

Yes. The functionality provided by the Pingdom acquisition serves a critical need for those monitoring and managing the performance of business-critical web applications and environments, regardless of where those applications and associated infrastructure resides.

We believe that the strength of the Pingdom brand, combined with SolarWinds' deep expertise and stronghold on the on-premise IT management market, will provide a level of visibility that gives them valuable time by enabling them to proactively identify and address problems before they affect the end-user.

SolarWinds plans to support Pingdom as the company continues to develop, sell and support Pingdom's products, as well as maintain the Pingdom brand. Those products will be sold and marketed by Pingdom and delivered just as they are now. More information is available at www.pingdom.com.

8. Will Pingdom's products be integrated into the SolarWinds portfolio?

We anticipate sharing additional details around future product direction, branding, positioning and pricing over time.

9. How will the Pingdom business be integrated into SolarWinds?

Upon completion of the transaction, SolarWinds plans to allow the Pingdom business to continue operating as before and will maintain the Pingdom brand.

Pingdom products will continue to be marketed and sold by Pingdom via the Pingdom website, and delivered just as they are now. More information is available at www.pingdom.com.

Additionally, support for Pingdom products will continue to be handled by Pingdom. For support-related and customer-related questions, email support@pingdom.com.

Forward-Looking Statements

Certain information on the Investor Relations website may contain forward-looking statements and projections that involve risk and uncertainty. Actual results may differ materially from those set forth in such statements. Please review our online SEC filings for a discussion of these risks and uncertainties or contact our Investor Relations department to request printed versions.