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ACTIVE REASONING EXTENDS AVAILABILITY OF DATA CENTER MANAGEMENT SOFTWARE THROUGH THE ACTIVE SOLUTIONS PARTNER PROGRAM

Program Provides Partners with New Revenue Opportunities to Deliver Compliance and Change Management Solutions

Palo Alto, Calif. – August 30, 2004 – Active Reasoning, a leading developer of policy-based data center management software, announced today the Active Solutions™ Partner Program designed to extend the availability of its Change Management and Compliance products through solution integrators and resellers in North America. Leveraging Active Reasoning's software, Active Solutions Partners can now offer solutions that extend the capabilities of traditional Service Management platforms with compliance and closed-loop change management capabilities. Charter Active Solutions Partners include Solutions Integrators Elements Group, cMango, Linium and SSG Consulting.

As a member of the Active Solutions Partner Program, solution integrators and resellers receive training, software discounts, account planning, and other technical and marketing resources to effectively go to market. Active Reasoning's Change Management and Compliance products detect, report and guide individual activities taken to servers within the infrastructure. By integrating these capabilities within leading service and change management systems, Active Solutions partners are able to deliver added value to customers and generate new revenue streams.

“We’re seeing tremendous demand for solutions that utilize our software to validate, guide and track approved changes from service or change management systems,” said Jason Yoho, vice president of business development for Active Reasoning. “However, bringing these solutions to market requires the experience of solution integrators that have an extensive track record in planning and implementing systems such as Remedy or Peregrine. The Active Solutions Partner Program allows us to tap this deep domain and customer expertise from leading integrators such as Elements Group, cMango, Linium and SSG Consulting.”

“Active Reasoning’s products are a natural complement to our services portfolio, said Michael Gonzales, CEO of Elements Group. “With increased compliance requirements from Sarbanes-Oxley, companies are looking for ways to strengthen their change management processes. Active Reasoning is the only company we’ve seen that effectively addresses compliance requirements by providing greater visibility into and control over changes within the infrastructure.”

Program Details

Active Solutions Partners fit within one of two categories:

- **Solution Integration Partners** can resell and incorporate Active Reasoning software within their services portfolio. These partners provide a variety of expertise in design installation and deployment of service management and delivery solutions.
- **Reseller Partners** offer direct marketing and sales of Active Reasoning's software products in addition to value added implementation and consulting services.

The program features joint go-to-market and demand creation plans to generate awareness and sales of the joint solutions, including account mapping and management, sales training, and customized marketing materials. Active Reasoning also provides telephone or online technical support, and access to marketing and sales resources from the Active Reasoning PartnerSite.

According to Drew Sellers, President of SSG Consulting, “Our customers are actively looking for ways to strengthen change management as it is a critical component in their IT infrastructure. Being an Active Solutions Partner gives us a broader service offering and leverages SSG's expertise in delivering a comprehensive change management solution.”

To become a part of the Active Solutions Partner program please visit

http://www.activereasoning.com/partner_program.htm

About Active Reasoning

Active Reasoning develops policy-based data center management software that tracks, guides, and orchestrates people’s actions in the delivery of IT services. By managing the intersection of people and technology, the company’s solutions strengthen compliance, change management, IT operations, and process management. Active Reasoning is a privately held company founded in 2002 and headquartered in Palo Alto, Calif. Active Reasoning’s investors include ArrowPath Venture Capital, ComVentures, and ONSET Ventures. For more information, visit the company’s website at www.activereasoning.com or call +1.650.404.9900.

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