FOR IMMEDIATE RELEASE

Martello iQ Wins Top Marks in TechGenix Product Review

Microsoft MVP Brien Posey highlights the product's ability to reduce the complexity of monitoring multiple Azure subscriptions and hybrid cloud resources.

Ottawa, Canada (February 22, 2021) – Martello Technologies Group Inc., ("Martello" or the "Company") (TSXV:MTLO), a provider of digital experience monitoring (DEM) solutions, announced today that its iQ software solution has received a 4.5/5 rating in a product review by Microsoft MVP Brien Posey, published on TechGenix. Martello iQ is a digital experience and IT analytics platform that consolidates and analyzes data from multiple monitoring, IT services management and business applications for a more comprehensive view of how critical services and applications, such as Microsoft 365 are performing.

"Rather than simply building a third-party monitoring tool as so many other vendors have done, Martello has created a tool that not only imports the data produced by all of your existing monitoring tools, but performs root cause analysis to increase the availability of critical IT services," said Brien Posey. "Multitenancy in iQ is especially valuable, allowing IT teams to monitor multi-cloud environments such as multiple Azure subscriptions. Though multitenancy is becoming increasingly common, relatively few IT tools currently support it, so this is an important differentiator for Martello iQ."

TechGenix, which provides content and reviews to millions of IT professionals globally, published the 'gold star' review this month, highlighting the tool's unique value to enterprise IT professionals. The review cited several factors in determining the Martello iQ product's score, including the dozens of integrations it supports, ingesting data from all of the disparate tools that an enterprise class organization is likely to be using. The solution's multitenancy is another critical capability highlighted by Posey, allowing IT teams to monitor multi-cloud environments such as multiple Azure subscriptions. The Martello iQ software's ability to not only ingest but also perform root cause analysis dramatically reduces the time required to solve problems, by reducing the complexity that is inherent in monitoring hybrid cloud resources. This can help organizations increase the availability of critical IT services.

Leiden University Medical Center (LUMC) in the Netherlands uses iQ: "Martello's solutions have grown with us and helped us manage our multi domain and hybrid cloud environment more effectively," said Willem Bouwman, IT Specialist, SQL Database and Monitoring Engineer in the Information Technology and Digital Innovation department of Leiden University Medical Center. Read the Leiden University Medical Center Case Study.

Related Resources

- Martello iQ
- TechGenix Product Review by Brien Posey, Microsoft MVP
- Video: Gain Clarity and Control over your IT Environment with Martello iQ
- Case Study: Leiden University Medical Center
- EBook: Troubleshooting Microsoft 365 End-to-End

About Martello

Martello Technologies (TSXV: MTLO) provides digital experience monitoring (DEM) solutions. The company's products provide monitoring and analytics on the performance and user experience of critical cloud business applications, while giving IT teams and service providers control and visibility of their entire IT infrastructure. Martello's software products include Microsoft 365 end user experience monitoring, unified communications performance analytics, and IT service analytics. Martello is a public company headquartered in Ottawa, Canada with employees in Europe, North America and the Asia Pacific region. Learn more at http://www.martellotech.com

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Forward-looking statements are based on the expectations and opinions of the Corporation's management on the date the statements are made. The assumptions used in the preparation of such statements, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. The Corporation expressly disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required by applicable law.

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