

**FOR IMMEDIATE RELEASE****AppEnsure Selects Lifeboat to Distribute End User Centric Application Performance Management Solution for Cloud and Virtualized Environments**

*– AppEnsure delivers operational intelligence and uses unique analytics to provide meaningful and actionable root cause diagnostics to improve company productivity in real time –*

Shrewsbury, NJ – February 18, 2016 – Lifeboat Distribution (NASDAQ: WSTG), an international specialty distributor for virtualization, security, network infrastructure, and other technically sophisticated products, today announced a distribution agreement with AppEnsure, a leading provider of a B2B enterprise application performance solution for cloud and virtualized environments. Lifeboat will distribute AppEnsure’s end-user centric application performance monitoring and management solution to their network of resellers, VARs and systems integrators in the United States and Canada.

The toughest job in IT is finding the root cause of poor application performance. Slow applications are profitability killers – and applications service delivery is crucial for business success. With so many end points and a dynamic, virtualized, distributed application topology, the only viable approach today is to understand the end user experience, as measured by response time, and relate that to the response of the specific elements in the application topology supporting that service delivery. AppEnsure automatically identifies each application by name, provides a real-time topology map for that application, and then provides a root cause analysis when response time, throughput, or error rate for the application deviates from normal behavior. To help illustrate the importance of improving application response time, Jeff Bezos, CEO at Amazon, states for his company, “For every 100ms of reduced response time, we experience a 1% increase in revenue.”

“AppEnsure is the first and only solution that measures response time and throughput for all mission-critical applications automatically for both custom-developed and purchased applications, in all locations — including physical, virtualized, public and private cloud,” said Colin Macnab, CEO of AppEnsure. “Delivering true demand profiling, AppEnsure improves company productivity and revenue-generation, and reduces application outages and slowdowns by over 95%.”

“As IT infrastructures become more complex and new technologies continue to disrupt application performance, enterprises have a strong need for an advanced solution that can quickly troubleshoot

and diagnose application problems across multiple locations,” said William R. Botti, Executive Vice President at Lifeboat Distribution. “Our agreement today will enable our partners to deliver AppEnsure’s End User Centric APM solution to meet this growing demand – and to generate highly profitable, recurring revenue streams while satisfying their customers’ need to protect revenue and business productivity. We are thrilled that AppEnsure selected Lifeboat as their first distributor in North America.”

Lifeboat will promote AppEnsure’s application performance monitoring and management solution in conjunction with their extensive line card of virtualization products. Resellers and managed service providers interested in offering AppEnsure’s APM solution should contact Lifeboat by phone at +1.800.847.7078 (US), or +1.888.523.7777 (Canada), or by email at [sales@lifeboatdistribution.com](mailto:sales@lifeboatdistribution.com).

### **About Lifeboat Distribution**

Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG), is an international value added distributor for virtualization/cloud computing, security, application and network infrastructure, business continuity/disaster recovery, database infrastructure and management, application lifecycle management, science/engineering, and other technically sophisticated products. The company helps vendors recruit and build multinational solution provider networks, power their networks, and drive incremental sales revenues that complement existing sales channels. Lifeboat Distribution services thousands of solution providers, VARs, systems integrators, corporate resellers, and consultants worldwide, helping them power a rich opportunity stream, expand their margin+ services revenues, and build profitable product and service businesses. For more information, visit [www.lifeboatdistribution.com](http://www.lifeboatdistribution.com), or call +1.800.847.7078 (US), +1.732.389.0037 (International), +1.888.523.7777 (Canada), or +31.36.8200.236 (Europe). Follow Lifeboat Distribution on Twitter (@LifeboatVAD) and Facebook (LifeboatDistribution).

### **About AppEnsure**

AppEnsure offers an application performance monitoring and management solution for managing response time and throughput of all applications, in all locations. The company’s solution delivers simple application management for both custom developed and purchased applications written to both Windows and Linux and deployed on physical, virtual or cloud infrastructures. Founded in 2012, AppEnsure is based in Santa Clara, California at the Citrix headquarters and is a Citrix Startup Accelerator company. To learn more, visit <http://www.appensure.com>.

Contact

### **Lifeboat Distribution**

Media Relations

[media@lifeboatdistribution.com](mailto:media@lifeboatdistribution.com)

(732) 389-0932 x7400

###

*Lifeboat is a registered trademark of Lifeboat Distribution in the US and other countries. All other company names or product names may be the trademarks of their respective owners.*