

## **RiverMuse Selected as One of 30 Startup Companies to Debut at Launch: Silicon Valley 2010**

*By Julie Bohannon*

*Dated: Jun 01, 2010*

*SVASE Unveils the 'Hot' Emerging Tech Companies to Debut at Launch: Silicon Valley 2010 — the Valley's Leading Startup Showcase*

Mountain View, CA – RiverMuse has been selected by the Silicon Valley Association of Startup Entrepreneurs (SVASE) as one of the 30 finalist companies invited to launch their companies and new products at Launch: Silicon Valley 2010. The event, which will be held June 8, 2010 at the Microsoft Campus in Mountain View, is Silicon Valley's most affordable, high visibility platform for emerging technology companies to springboard their products or services into the market and network with some of Silicon Valley's most influential executives. Launch: Silicon Valley 2010 will feature new companies that have a product or service available as of June 8, 2010, but have not been in the marketplace for more than a few months beforehand.

This year's presenters were selected from almost 400 applicants and span the categories of information technology, mobility, security, digital media, next generation internet, technology and clean energy.

RiverMuse earned its place among the finalists for delivering innovation in IT Operations Management with RiverMuse Pro.2.0, its new commercial offering that enables mid-market service providers and enterprises to assure delivery of dynamic IT services through advanced event capture, correlation and alerting. RiverMuse Pro consolidates IT events from all infrastructure components and monitoring tools into one centralized console for rapid problem detection and isolation, and assists in streamlining incident and problem management.

"We are excited to have been selected from among many other emerging and innovative companies by the SVASE team," said JL Valente, CEO of RiverMuse. "RiverMuse is bringing disruptive new technology in event consolidation and correlation to an underserved segment – mid-market service providers and enterprises. With the pervasive spread of technologies like virtualization, cloud and dynamic infrastructure, these companies are facing the same challenges as larger organizations but without the right set of simple, affordable and yet powerful tools that can help them deliver better IT services at lower operational cost. RiverMuse Pro 2.0, launched last month is well poised to fulfill that need."

The 30 selected companies will present on stage for 6-minutes plus 4 minutes Q &A with the audience and a panel of VCs and Angels, with the opportunity to explain their products in more detail to the audience in networking breaks. The event will also feature an award for the "Most Likely to Succeed" in each of the six presenting categories. Presenters will be on hand to showcase their companies and products between presentations.

### About RiverMuse

Established in 2008, RiverMuse delivers next-generation real-time IT operations management software that uniquely enables service providers and enterprises to maintain the health of their increasingly complex and adaptive environments so they can optimize service levels, drive down costs and respond more nimbly to the changing needs of the business. The company was founded by the serial entrepreneurs who launched Micromuse and RiverSoft, which assure a majority of all public and private internet infrastructures in use today. For more information on RiverMuse please visit [www.rivermuse.com](http://www.rivermuse.com).

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