

# Boston innovators

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## Productivity Made Easy

### Ipswitch Offers Intuitive Software Solutions to Complex Problems



Roger Greene, CEO

**T**he economy may be struggling to emerge from the worst recession since the Great Depression, but don't tell that to Roger Greene, CEO of Ipswitch. Last year was the best yet for the Lexington-based information technology software company, which has posted 19 consecutive years of growth and profit.

How has Ipswitch managed to be so successful in a down economy? "Businesses realize our products can help them be more efficient with their time, IT-related expenses and personnel resources," Greene says.

A privately-held company founded in 1991, Ipswitch offers a variety of intuitive software solutions to complex problems. Its customers range from individuals to *Fortune* 100 companies, although most are small or medium-sized businesses with computer networks of 20 to several hundred PCs. The company also serves individual departments within larger companies. Ipswitch has clients throughout the U.S. and worldwide.

#### WhatsUp Gold: Network Monitoring and Management

Networks are the key to internal and external corporate communication, and the network monitoring and management solution you choose must be powerful and easy to use.

"WhatsUp Gold monitors your network and alerts you immediately if there's a problem of any kind," Greene says. "We have nearly 20 years' experience helping companies maximize revenues by optimizing network management, a crucial goal for every organization."

#### Ipswitch File Transfer: Move Your Valuable Data Securely

Ipswitch File Transfer is a global technology provider that lets companies and people better manage their interactions regardless of size, scope and implementation needs. Its solutions deliver management and governance into every aspect of interactions between sender and recipient.

"Millions of users – including hundreds of thousands of companies – trust Ipswitch File Transfer solutions to secure, manage, automate and streamline their critical and highly sensitive file transfers and data workflows," Greene says. Customers include most *Fortune* 1000 companies as well as government agencies and educational institutions.

#### Ipswitch IMail Server: 'A Better Choice Than Exchange'

E-mail is the communication backbone for every business. IMail Server provides all the features and functionality companies require without the large footprint or price tag associated with systems designed for the enterprise customer. With its intuitive interface and highly trained technical support staff, IMail Server can save your business both time and money.

***"IMail is perfect for small and mid-sized businesses ... a better choice than Microsoft Exchange."***

– PCMag.com, March 2009

"Our products have changed a great deal over the years, and we've added new product lines in response to customers' needs," Greene says, "but our mission has stayed the same: to produce simple software solutions for complex problems. At Ipswitch, we make productivity easy."

# IPSWITCH

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