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## **First Analysis leads investment in connective software provider Blue Medora**

***Innovator provides enterprises valuable visibility into hybrid cloud environments***

**CHICAGO – October 23, 2017** – First Analysis, a leading venture capital investor, has made a new investment in Blue Medora, leading its \$8 million Series B1 equity financing to expand sales and marketing and to invest in further strengthening solution capabilities. Blue Medora’s connective software provides enterprises a single, clear view across their entire IT ecosystems, resulting in faster, smarter, and more reliable digital infrastructure. The company is based in Grand Rapids, Mich.

An increasingly complex mix of virtualized environments and cloud services has hindered enterprises’ operational vision, resulting in subpar productivity, higher operating costs, and lost revenue. Blue Medora’s software helps enterprises get a comprehensive view of what’s happening in their IT ecosystems. Its technology enables integrated and deep analytics for a growing list of more than 50 different technologies, powering the monitoring and analytics engines of VMware, New Relic, Oracle and others. This “full stack” approach solves unique challenges for customers seeking best of breed monitoring and management across multiple IT teams operating in hybrid/heterogeneous environments.

“Over the past year we’ve seen increasing interest from our customers and partners to move away from traditional point-to-point integrations and adopt our integration software as a more comprehensive service,” explained Nathan Owen, CEO and co-founder of Blue Medora. “The closing of the Series B1 is another sign that the industry continues to recognize our unique capability to deliver enterprise-class integration in new ways that the market demands. This funding and the value First Analysis brings to the table reinforce our already strong leadership position.”

First Analysis’s several-decade focus on enterprise IT infrastructure, encompassing both private companies and publicly traded leaders, helped it quickly appreciate the enormous potential in Blue Medora’s platform. This is a story that’s played out successfully many times over First Analysis’s history, where great value has accrued to companies that use technology to solve the problem of managing technology.

First Analysis Managing Director Howard Smith commented, “I’m excited we can be part of another emerging success story in enterprise IT infrastructure. I look forward to working with the accomplished Blue Medora team in leveraging the company’s unique capabilities to better help enterprises manage their complex IT ecosystems.” Smith will be joining the Blue Medora board.

### **About Blue Medora**

Blue Medora software extends the leading cloud management, APM, and IT operational analytics platforms by bringing in critical health, performance, and relationship data on the underlying compute, storage, and network infrastructure. Blue Medora also offers its own heterogeneous database performance-monitoring platform, SelectStar, that combines comprehensive

database and cloud infrastructure monitoring to help organizations track and optimize critical database performance and availability metrics. Blue Medora's products enable IT operations and DevOps teams to work collaboratively and proactively to avoid downtime, resolve performance problems, and make better decisions using more comprehensive analytics. Blue Medora believes true visibility into business-critical applications is only achieved when enterprise technology teams communicate without barriers.

### **About First Analysis**

[First Analysis](#) is a leading venture capital investor, now in its fourth decade of venture investing and investing from its 13th fund. We use our integrative research process to uncover and leverage the best opportunities in emerging high-growth segments in technology and healthcare for the benefit of the investors and growth companies we serve, as well as our broader society and environment. The integrative research process drives success by unifying naturally divergent perspectives, capabilities, skillsets, and relationships. The process integrates 1) dynamic investment research on thousands of publicly traded and privately held companies with 2) thousands of relationships among executives, investors, and other key participants in our focus areas, yielding a deep, comprehensive understanding of each segment's near-term and long-term potential. We help established companies become profitable leaders in large markets, funding growth plans and working closely with management in areas including strategy, recruitment, sales and marketing, and corporate development. Our flexible approach targets investing \$3-10 million as lead investor or as a syndicate partner who brings valuable perspective.