Spring 1998
An idea

Summer 1998
Performance vs Failures
Product Name: Sonar
ADP says – 10% with performance, 90% resolving system/application failures

Fall 1998
Which Middleware – All?
Aage and Benny fulltime

Winter 1998
Sonar for MQSeries!
Wayne Schutz IBM MQ expert visits
VOB created 1/18/99 – getting serious

Spring 1999
Showed prototype to IBM MQ Development Group – UK
Lixin has joined Aage and Benny

Summer 1999
Design / Development
Chad, Deepak and others join team
Product Name: eScope

Fall 1999
Alpha released
Marking demo
Worldwide effort – Chandra, Murali and Ahmed join
Wayne Schutz from IBM back - "What you have today will knock people's socks off"

January 2000
Getting great feedback on alpha demo
Engineering and marketing working hard

February 2000
Technical brochure and multimedia demo
Functionality complete

March 2000
Crunch time
Sales calls start – Morgan Stanley – first sale quote over $100K
Morgan says: "You guys are going to sell a shit-load of this stuff."
UK Visit – IBM and BT sales visits, UK MK Users Group

April 3, 2000 – Ship Early Adoption Release

June 9 – Ship Generally Available Release
June 10 – eSleuth Development Team to Las Vegas
June 12 – IBM MQ Trade Show in Las Vegas
Goal – return with more than 1000 leads