

Red Gate Software

Press Kit 2011

Red Gate Software

At a Glance

Company Status	Independent Software Vendor
Year Founded	1999
Location	Cambridge, UK
Employees	190+
Products	Third-party tools for Microsoft Technologies
Customers	DBAs, Developers, SysAdmins, IT Managers and other professional users of Microsoft technologies
Area of reach	Worldwide
Partner status	Microsoft Certified Partner Global Gold Launch Partner for Microsoft Visual Studio .NET Visual Studio Industry Partner Silver Launch Partner for Visual Studio 2005 Silver Launch Partner for SQL Server 2005

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Company Overview

Red Gate Software Limited is a fast-growing software technology company specializing in database development tools for developers, SysAdmins and DBAs working with Microsoft technologies.

The company develops ingeniously simple tools that radically simplify the business of working with Microsoft technologies

Red Gate Software's products have become industry standard:

- For comparing, synchronizing, packaging and backing up SQL Server databases
- For providing IntelliSense® for SQL Server
- For tracking SQL Server object dependencies
- For code and memory profiling .NET applications
- For Exchange email archiving

Red Gate Software counts Microsoft, HP, Sage, Bank of America, AT&T, The US Treasury, and over 95,000 other leading organizations among its customers. Over 500,000 Microsoft technology professionals currently use Red Gate products.

The privately owned company was set up in 1999, and was ranked 16th fastest growing technology company in the UK by the Sunday Times Microsoft Tech Track 100 Awards for 2006.

The company is based in Cambridge, UK and currently employs more than 150 people.

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Company History

Neil Davidson and Simon Galbraith founded Red Gate in 1999, in Cambridge, UK. The same year, the first product, SQL Compare, was released. SQL Compare was the first-ever tool designed to compare the structures of SQL Server databases, and was an immediate success. A few months later, we added synchronization capability to SQL Compare, and released SQL Data Compare for comparing and synchronizing the contents of databases.

Since then, the company has grown steadily and has continued to enhance its existing product portfolio, as well as develop new products.

The testimonials, reviews and case studies featured on the Red Gate website illustrate the popularity of our tools, both with expert journalists and with users.

For further product development details, please visit the Red Gate Roadmap,

www.red-gate.com/about/roadmap.htm

Red Gate Software

Philosophy

We believe in simplicity in everything we do, so we aim:

- To design products, which are simple to understand, find, learn and use
- To maintain a user-friendly website, that makes it simple to locate information, evaluate products, and make purchases
- To keep business processes that are straightforward, so that it is simple to buy from us, supply to us and deal with us

We believe that, by producing simple tools that solve the technical problems of Microsoft technology professionals, we will continue to add value to the software development community. We do not, therefore, sell "integrated" software with large, often unnecessary, feature sets.

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Our Relentless Testing Policy

One of the key reasons why our software is so robust is the quality and number of the software testers we employ. We accept only the top software testers who come through the door. Our Software Engineer to Software Tester ratio is currently 3:2 and, we are recruiting steadily towards a target ratio of 1:1. We operate a relentless testing policy, so that all our customers always get the very best, and can focus on doing their work efficiently, rather than spending time trying to find their way round bugs.



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Our Relationship with Microsoft



Although we are probably the most prominent ISV (Independent Software Vendor) in the SQL Server space, we are completely independent of Microsoft, and Microsoft has no equity or stake in Red Gate. We do, however, have a very close relationship with people at Microsoft, due to the nature of our business, and this helps us to understand each other's technology.

"Red Gate has spent a lot of time building its complete line of SQL Server tools to optimize customer value when using SQL Server 2005 and Red Gate solutions. We're excited that Red Gate will be able to offer customers tighter integration in its current and future products, delivering additional value for SQL Server 2005 DBAs and developers."

Don Petersen Senior Product Manager of SQL Server, Microsoft Corp

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Customer Testimonials

"After assessing Red Gate's SQL Backup against its nearest competitor, we found it was no contest: SQL Backup is much less expensive, 10–15% faster in backups, and 60% faster in storing files; backup file sizes are anywhere from 5% to 25% smaller."

Wayne Hiner Database IT Manager, Quellos Group, LLC

"SQL Compare ... saved us hours of development time, and the fast, easy-to-use database comparison gives us maximum confidence that our migration scripts are correct."

Paul Tebbutt Technical Leader, Universal Music Group

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More Information

For more information on Red Gate Software, please check our website www.red-gate.com or contact us at marketing@red-gate.com.