

## New Market Group (Small Business / Professional Services in Canada)

### Introduction

This case study of New Market Group is based on an April 2017 survey of SQL Diagnostic Manager customers by TechValidate, a 3rd-party research service.

“SQL Diagnostic Manager is very easy to use, all important metrics are available, execute within the interface, and it is a proactive tool.”

### Challenges

The business challenges that led the profiled company to evaluate and ultimately select SQL Diagnostic Manager:

- Optimize their SQL Server database instances to:
  - Improve database performance.
  - Identify inefficient and poor performing SQL queries, batches, and statements.
  - Accelerate root cause identification and mean time to resolution.
  - Improve the ability to identify database-related application performance.
  - Automate alert response actions to correct problems and integrate with other systems.
  - Find query bottlenecks using wait state query workload analysis.

### Use Case

The key features and functionalities of SQL Diagnostic Manager that the surveyed company uses:

- Has 2 to 5 SQL Server databases in their environment.
- Operating system integrated with SQL Server databases: Windows.

### Results

The surveyed company achieved the following results with SQL Diagnostic Manager:

- Increased database performance.
- Decreased unplanned database downtime by more than 75%.
- Decreased mean time to resolution for database issues by 25% to 49%.

#### Company Profile

Company:  
**New Market Group**

Company Size:  
**Small Business**

Industry:  
**Professional Services**

#### About SQL Diagnostic Manager

SQL Diagnostic Manager is a powerful performance monitoring and diagnostics solution that proactively alerts administrators to health, performance and availability problems within the SQL Server environment.

#### Learn More:

[IDERA](#)