There's never been a more exciting time to be at Uptime.com. But for a company that's long been known for its high degree of platform usability, reliability, and affordability -- we haven't always been known for our brand or marketing communications. That's about to change.

As a business, we're preparing to enter an exciting new phase of innovation and growth that we want our customers (like you) to know about. You can expect to hear more from us, more often, on items like feature updates, our future product roadmap, and thought leadership.

New Company Brand: Uptime is Rebranding to Uptime.com

New brand, same great monitoring platform. This month Uptime will reintroduce itself as Uptime.com (pronounced: *UptimeDotCom*). While we're already known for our product and support quality, we're overdue for an enhanced brand that showcases who we are and lives up to the high standards set by our tools, people and customers.

Stay tuned for our new brand and logo reveal **next week**, which you will find both in our user panel and on our new Uptime.com company website.

New Pricing and Self Serve Model:
No More Fixed Plans, Add-On Anytime

We've heard our customers loud and clear. You want the flexibility to add-on exactly what you need, when you need it. That's why **in October** we'll be replacing our fixed subscription plans with a fully flexible, self-serve model which allows you to add and customize your monitoring directly within the Uptime.com platform. From extra monitoring checks, to SMS/phone credits, to status pages and more, you'll no longer have to worry about the "plan" you're on and whether you need to upgrade to get what you need.

While there will be volume limits for both yours and our protection, you will have far more control over those limits. Of course, we will always be available to discuss changes or customization to your monitoring, but engaging with us won't be required for you to add-on incremental usage and tools.

New Products: Our Innovative Monitoring Roadmap

We're proud to have built every facet of our product and customer experience with users in mind. That's why we've been actively engaging customers to help us define our product roadmap of upcoming monitoring innovations. The feedback we've received has been incredibly positive. Here's a look at just some of the concepts being explored by our Product team based on input from Uptime.com's passionate user community:

 Monitor more, more thoroughly by auto-detecting which web assets you should check.

 Identify downtime before it occurs with preemptive alerts.

 Expedite incident resolution time with auto-suggested remediation solutions.

 Use "superchecks" to monitor other checks where interdependencies exist.

 Watch for signs of downtime across public channels like social media.

Say Hello to G2's Fastest Growing IT Alerting Product

For the 11th consecutive quarter, Uptime.com has been named one of the top-rated IT solutions by real users on G2. This includes being named the No. 1 solution on G2's Momentum Grid, which highlights the fastest growing alerting solutions today.

Your reviews (regardless of rating) help us become better for you. That's why we're offering **$25 Amazon gift cards** to users who review their experience with Uptime.com on our G2 profile.

I'd Love to Hear From You

Whether you have questions on anything covered in this newsletter or feedback on your experience with Uptime.com, please contact me at mwelsh@uptime.com.

Happy Monitoring,

Mike Welsh, CEO of Uptime.com