

Uplivra press kit

Everything to write about Uplivra accurately. Questions: media@uplivra.com.

The name

UP · LIVE · RA

Say it "**UP-live-ruh**": *up* as in uptime, *live* as in live data (rhymes with "five"), and a soft *ruh*. Write it **Uplivra**: one word, capital U only (not UpLivra, UPLIVRA or Up-livra).

UP: always up

Uptime is the job: knowing the moment something goes down, and keeping it up.

LIVE: live data

What the network is doing now, not a report from last night.

RA: remote access

Reach every site and customer network securely, with the customer in control.

Boilerplate

One line

Uplivra is self-hosted network and systems monitoring for small and mid-sized businesses and the MSPs who look after them.

Short (about 50 words)

Uplivra monitors routers, switches, firewalls, servers, Wi-Fi, cloud services and websites, explains what broke and why, and keeps the evidence auditors ask for. It runs on the customer's own servers, is free for up to 15 devices, and is priced per device with optional modules. MSPs run many customers from one installation.

Long (about 120 words)

Uplivra is a network and systems monitoring platform built for small and mid-sized businesses and managed service providers. It watches availability, performance, switch ports, traffic flows, logs, SNMP traps, cloud resources and certificates from every site, and turns them into plain-English alerts, dashboards and reports. Uplivra runs on the customer's own servers, so monitoring data, logs and passwords stay there; collectors only connect out. Pricing is published and per device, free for up to 15 devices, with modules for network depth, log intelligence, compliance evidence, cloud monitoring, IT service management and a built-in AI assistant that runs privately inside each installation. For MSPs, Uplivra separates customers as tenants in one installation, with master collectors, router mode and a partner program.

Facts

Company	Uplivra Technologies LLC
Founder	John Moore, network engineer with 27 years' experience, 13 of them working with managed service providers
What it is	Self-hosted network, server, cloud and log monitoring (Linux, ARM, Windows collectors, virtual appliances)
Who it's for	Small and mid-sized businesses, their IT teams, and the MSPs and resellers who serve them
Pricing	Free for 15 devices; then \$2 down to \$1 per device per month, graduated; modules priced separately; 15% off yearly. Full list: uplivra.com/pricing.html
Partner program	Uplink, Backbone and Summit tiers: 10%, 15% and 20% off every module except Core
Website	uplivra.com · customer portal: portal.uplivra.com
Contacts	Media: media@uplivra.com · Sales: sales@uplivra.com · Partners: partners@uplivra.com · Security: security@uplivra.com

Founder bio

John Moore founded Uplivra after 27 years as a network engineer, designing, running and fixing the networks businesses depend on. He has worked hands-on with a wide range of monitoring tools, and for 13 years with managed service providers, where monitoring means many customers, many sites and technicians who need answers fast. Uplivra is the monitoring platform he wanted: clear about what's wrong, fair to pay for, and easy to run for one company or a hundred.

What's in this kit

- **logos/**: the logo for light and dark backgrounds (SVG) and the app icon (PNG). See the brand guide before using them.
- **screenshots/**: the product in light and dark mode. Caption them as "Uplivra" and don't edit what they show.
- **diagrams/**: how Uplivra connects, for one site, many sites, logs and MSPs.
- **fonts/**: the brand typefaces (open-source licenses).

Please don't describe Uplivra with customer counts, awards or reviews that aren't published on uplivra.com. The live customer count and verified reviews are on the website.

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