

Press Release



The Australian Financial Review's MIS Magazine Names E2E in 2006 MIS Strategic 100

Sydney, November 22, 2006 – E2E Technologies Ltd. (www.E2EBridge.com), the world's first company to offer software for fully Model Driven Integration (MDI), today announced that The Australian Financial Review's MIS Magazine, a leading technology magazine for C-level executives, has named E2E as one of the "IT Vendors CIOs Must Watch".

MIS's Strategic 100 guide lists the top 100 vendors "to watch" and is split into three categories - global companies, rising stars and local firms. Reflecting the rapid growth and success of the company across the Asia-Pacific region, E2E was named within the guide's Top 25 Rising Stars.

MIS Australia Editor, Paul Smith, said, "The Top 25 Rising Stars are often very new businesses, but ones that show signs of seriously influencing the way technology is bought or deployed. There was plenty of competition for companies to be included in all sections of the issue, so those included can feel rightfully proud that they suitably impressed our judges."

E2E established its first Asia-Pacific offices in Sydney towards the end of 2005. The E2E Bridge, E2E's flagship software product, is the industry's first Enterprise Service Bus (ESB) based on a virtual machine for the Unified Modeling Language (UML). This revolutionary Model Driven Integration approach maximises automation of the end-to-end Application Integration and SOA Development cycle, by directly executing the models which document the actual interface logic. For the first time ever, the documentation is the code. The benefits include massively reduced total cost and time-to-market, while the interface quality is significantly increased.

Commenting on E2E Technologies' inclusion in the MIS Strategic 100 guide, Gerry Douglas, E2E's Sales Director for Australia and New Zealand, said, "We are excited to be included in the Strategic MIS 100 guide. This selection underlines the success of our strategy in an industry where many application integration and SOA development initiatives have failed because of missing transparency throughout the integration and migration process.

"With Model Driven Integration, requirements, processes, services, events, interfaces, mappings, orchestrations and deployment specifications are designed – and executed – as UML models, including testing and debugging. Hence, Model Driven Integration shifts Application Integration and SOA Development initiatives from people dependency to a dependency on architecture and process. The result is E2E's ability to substantially reduce TCO and time-to-market for enterprise level integration initiatives."

System integrators, software manufacturers and providers of software-as-a-service use the E2E Bridge to offer products and services that can be more easily integrated into existing heterogeneous IT environments. The company's regional Asia-Pacific flagship customer, DKSH, one of the most successful services groups in Asia focused on sourcing, marketing, sales, logistics and distribution, has recently selected the E2E Bridge for enterprise-wide IT integration with some 6'000 principals, customers and suppliers, in the context of the largest single instance SAP system in the industry.

About E2E

The Swiss software company E2E Technologies Ltd. is the world's first company to offer software for fully Model Driven Integration (MDI). Its flagship product, the E2E Bridge, allows companies to maximize automation of the end-to-end process for Application Integration and SOA Development, in order to facilitate cross-departmental and multi-enterprise business processes. E2E's MDI approach requires no conventional programming. All integration services are directly executed as a model. To enable this unique approach, E2E provides the industry's first Enterprise Service Bus (ESB) in the form of a UML virtual machine. By using the E2E Bridge, customers can implement integration projects economically, on time and on budget, transparently and in exceptionally high quality. System integrators, software manufacturers and providers of on-demand software use the E2E Bridge to offer products and services that can be more easily integrated into existing heterogeneous IT environments. The company was founded in 1996, is headquartered in Basel (Switzerland), and has offices in Boston, Dallas, London and Sydney. For more information about E2E, please visit E2EBridge.com.

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