

## Press Release



Simply integrated.™

**Fast, transparent implementation of business processes: Model Driven Integration (MDI)  
for UN/EDIFACT – unique combination of SOA and EDA**

### **E2E Unveils E2E Bridge 3.7**

**Basel (Switzerland), March 15, 2007. E2E today unveiled the new E2E Bridge 3.7 at CeBIT (Hall 4, Booth C58). The software for 100% Model Driven Integration (MDI) now simplifies implementation of cross-company processes and online data exchange by means of flat files and the UN/EDIFACT EDI interface standard, the communication methods most used when implementing B2B processes. For the first time ever, it is possible to integrate heterogeneous IT systems across company boundaries without programming a single line of code.**

Further innovations in E2E Bridge 3.7 include first-time purely model-based support of event-driven architectures (EDA), as well as availability of the E2E Bridge runtime environment for the AIX operating system. The new version is already in productive use in enterprises such as DKSH in Switzerland and Antalis in the United Kingdom.

Today, companies are only realizing a small fraction of the possibilities available for efficient link-ups along the supply chain. Small and mid-range companies in particular find that the building and maintenance of cross-company business processes are associated with high costs. This is primarily due to the recurring modifications to interfaces, which are documented badly or not at all. The E2E Bridge, with its unique 100% MDI approach, offers a dramatic increase in efficiency here. The project run times as well as the total cost are reduced by huge factors in comparison to conventional integration approaches, because the documentation is the code and interfaces are therefore easy to maintain. Utilization of the widespread UML (Unified Modeling Language) modeling standard means that companies no longer need to acquire platform-specific know-how in order to implement successful and economically viable B2B integration projects.

The E2E Bridge automatically converts flat files and UN/EDIFCAT documents into UML interface descriptions, which are then processed directly by the integration services. Existing interfaces get re-documented at the push of a button. Their utilization thus depends less on individuals, who may have left their company, and who have left only undocumented code behind. The SAP-certified E2E solution offers this automation for any SAP interface, whether synchronous RFC/BAPI or asynchronous via IDocs. The new E2E Bridge therefore represents a highly efficient alternative to the widespread SAP Business Connector, which will not be supported in the future.

### **Seamlessly merging SOA and EDA**

Next to service-oriented architectures (SOA), event-driven architectures (EDA) represent a modern, flexible form of application integration. EDA is particularly beneficial when systems and software components are loosely coupled together. The big advantage of EDA compared to classic SOA is primarily that a sequence of typical business processes can be easily represented as a chain of events rather than an orchestrated linking of services as in a SOA.

Conventional integration platforms prefer either SOA or EDA integration models, but the flexible merging of both approaches is a rarity. The new version of the E2E Bridge now allows, for the first time, to merge both integration models. This lets the developer at any time choose the architecture most suited to the business requirement. Together with this unique combination of SOA and EDA, E2E's completely model-driven approach gives unheard-of quality in the automation of complex business processes. The special importance of E2E's MDI approach for the integration market in general, and for the building of SOA or EDA infrastructures in particular, has recently been confirmed by analyst firms such as Butler, Bloor, AMR and Gartner.

### **Uniting design and technical implementation**

Alex Buech, Chief Technology Officer and co-founder of E2E, explains: "It was always our goal to combine the design and the technical implementation of integration services based on a graphical platform. The implementation of processes by the IT department needs to be understandable to business decision makers. With this latest version of the E2E Bridge we've succeeded in building an efficient bridge between IT and business both within the company,

and, for the first time, across companies. And we've again done it with unprecedented efficiency and quality."

E2E, headquartered in Basel, Switzerland, develops and distributes the E2E Bridge, the first platform for 100% Model Driven Integration (MDI). The E2E Bridge, on the market since the end of 2005, maximizes automation in the implementation and maintenance of complex integration, migration and consolidation projects. As an Enterprise Service Bus (ESB) of the next generation in the form of a UML virtual machine, it replaces conventional programming by graphical modeling using the Unified Modeling Language (UML). The direct execution of UML models accelerates integration projects by large factors compared to established integration and SOA platforms and drastically lowers total cost.

**Note for editors:**

A photograph of Alex Büch can be obtained at: <http://presse.vibrio.de/mappe/39062>

**E2E at CeBIT in Hall 4, Stand C58:**

Chris Henn, Vice President Business Development at E2E, and Michael Drescher, Vice President Sales Central Europe, are available for discussions at CeBIT in Hanover. Please make an appointment via [e2e@vibrio.de](mailto:e2e@vibrio.de) or telephone +49 89 32151 616.

**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 [www.E2EBridge.com](http://www.E2EBridge.com).

**Media contact:**

vibrio. Kommunikationsmanagement  
Dr. Kausch GmbH  
Freddy Staudt  
Ohmstr. 4  
D-85716 Unterschleissheim  
Germany  
E-Mail: [freddy.staudt@vibrio.de](mailto:freddy.staudt@vibrio.de)  
Tel. +49 (0)89 / 321 51 618  
Fax: +49 (0)89 / 32151 77  
[www.vibrio.de](http://www.vibrio.de)

**Customer and partner contact:**

E2E Inc.  
USA East  
Doug Frisoli  
E-Mail: [dfrisoli@e2e.ch](mailto:dfrisoli@e2e.ch)  
Phone: +1 (617) 421 4431

USA West  
Ron Brenners  
E-Mail: [rbrenners@e2e.ch](mailto:rbrenners@e2e.ch)  
Phone: +1 (972) 202 0029  
[www.E2EBridge.com](http://www.E2EBridge.com)