

Press Release



Model Driven Integration Software Firm E2E Named “Cool Vendor in Integration and Platforms” by Leading Industry Analyst Firm

Vendors Selected for the “Cool Vendor” Report are Cited as Innovative, Impactful and Intriguing

BASEL (Switzerland), April 18, 2007. E2E, the leading provider of Model Driven Integration software, today announced that it has been named a "Cool Vendor" in the report “Cool Vendors in Integration and Platforms, 2007” by Jess Thompson, Massimo Pezzini and Yefim V. Natis, Gartner, Inc. on **March 5, 2007.**

E2E offers the first solution for fully Model Driven Integration (MDI). The E2E Bridge, the company's flagship product, allows organizations to maximize automation of the end-to-end process for SOA integration, which facilitates cross-departmental and multi-enterprise business activities and workflows. E2E takes a unique approach to SOA, via its next generation Enterprise Service Bus (ESB) that is based on a high performance Virtual Machine for the Unified Modeling Language (UML).

The E2E Bridge can directly execute UML design models of application interfaces, Web services, composites, workflows and processes, without any manual programming or code generation – the documentation IS the code. E2E's value proposition is inherent in its ability to address integration and SOA enablement of existing heterogeneous application environments. This approach has been validated with recognition from several major industry thought leaders.

E2E's Model Driven Integration platform is gaining global acceptance by major organizations in various industries, such as DKSH, Antalis, Deutsche Post ITSolutions, EVN, Intrum Justitia, Swisscom and UBS.

Next Generation ESB based on UML Virtual Machine

The E2E Bridge combines traditional ESB functionality, service composition, flow management including microflow, service orchestration and business logic, advanced persistency and security management, a lightweight service container, as well as application and technology adapters all in one platform.

E2E's middleware platform is founded on a Model Driven Architecture (MDA) approach to integration. Rather than generating code for a high level programming language such as Java, C++ or C#, the E2E ESB is based on a high performance UML Virtual Machine which executes the models directly, requiring no underlying Application Server. This Model Driven Integration uses a comprehensive subset of Universal Modeling Language (UML) diagrams. Diagram types include use case diagrams to document user requirements and class as well as activity and deployment diagrams to define integration services. Service debugging is accomplished graphically using UML traces which are fronted by sequence diagrams.

According to the report by Jess Thompson, Gartner VP and Research Director, and Massimo Pezzini, Gartner VP and Distinguished Analyst, “Establishing the required integration using executable models will make the implementation of services go more quickly, and will make it easier to maintain and modify those services that are created in this manner. A platform combining model driven development, orchestration capabilities and a business logic container atop a scalable engine provides opportunities for greater developer productivity, simplified services deployment, management and maintenance, and cost reduction due to service reuse.”

“We are honored to be included by Gartner as a Cool Vendor, which we believe is a high recognition and one that we believe validates both our unique technology vision and global success with large, diverse organizations. It also demonstrates the applicability of our solution across various industry segments,” said Serge Gansner, CEO and Co-founder, E2E. “As we build momentum internationally, especially in developing our presence in the pivotal North American market, our success will lie in leveraging our partnerships with the leading players, from the main ERP vendors to the systems integrators and to the OEMs,” he added. E2E technology partners include SAP, Oracle, Microsoft, IDS Scheer, No Magic Inc, Process4.biz and Open Text.

To read the complete report, please go to www.E2EBridge.com

About Gartner's “Cool Vendors” selection process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a “Cool Vendor” as a company that offers technologies or solutions that are:

- *Innovative: enable users to do things they couldn't do before;*
- *Impactful: have, or will have, business impact (not just technology for the sake of technology);*
- *Intriguing: have caught Gartner's interest or curiosity in approximately the past six months.*

About E2E:

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 with the highest quality. System integrators, software manufacturers and providers of on-demand software use the E2E Bridge to offer products and services that can be easily integrated into existing heterogeneous IT environments. Founded in 1996, E2E is headquartered in Basel (Switzerland) and has offices in Boston, Dallas, London and Sydney.

For more information about E2E, please visit www.E2EBridge.com

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