

Press Release



Antalis selects E2E Bridge

Automated Service Oriented Architecture development for Customer Delivery Information Management System

LONDON – February 20th, 2007 - Antalis, the largest European group in the distribution of papers and communications support materials, has chosen E2E's new Model Driven Integration (MDI) approach to manage rapid growth in its electronic supply chain. The E2E Bridge allows Antalis to reuse its existing hardware and software. The company is using the E2E Bridge to eliminate traditional, complex coding using direct UML model execution instead in which the documentation *is* the code.

Antalis is using the E2E Bridge to take inbound delivery information from its customers' SAP system securely over the internet and load it into Antalis' in-house warehouse system. The E2E Bridge then sends confirmation data back to the customer. The production system will run in a clustered environment. The E2E Bridge is integrated with the Antalis version control system.

"The E2E Bridge was installed very quickly and easily. After a proof of concept and training session of only three days, complex messages were successfully sent and received. The first service was developed and ready for testing in less than a day", said Tom Gregg, IT Services Director for Antalis International. "The small footprint and high transaction performance of the E2E Bridge allows us to reuse our existing server infrastructure which will reduce the total cost of ownership and achieve a fast return on our investment."

Antalis has an extensive and rapidly growing e-partner network. The company has also successfully introduced an outsourcing service for its customers. Antalis was looking for a tool which would help to achieve the aggressive project timescales in a secure and high quality manner.

"It is important that we have the ability to integrate new business partners quickly and easily. We are always on the lookout for tools that support our business model and provide the agility, speed, quality and flexibility that we needed," said Tom. "We will use the E2E Bridge for a number of upcoming partner and customer integration projects. In addition to our original expectations, we have already identified other opportunities for process integration within our existing infrastructure using Web services. This will make integration possible in some cases where we did not consider it an option, and much easier in others."

Gary Baverstock, E2E's Vice President for the UK, said, "We are delighted that Antalis has chosen to work with E2E for its growth strategy going forward. The

E2E Bridge enables much faster integration at a much lower total cost and the fact that Antalis can integrate new partners, suppliers and customers in a more timely and cost-effective manner means that we are making a significant contribution to this already very successful business.”

E2E’s Model Driven Integration approach provides a fully design-driven methodology and a transparent end-to-end process for Application Integration and SOA Development. It uses an Enterprise Service Bus (ESB) based on a UML Virtual Machine – the first of its kind worldwide. This means that instead of cost intensive and error prone interface programming, the E2E Bridge can execute UML design models of integration services directly. Traditional code development or code generation is completely eliminated and all modifications are automatically documented at every stage of the process.

As a result, large scale integration projects can be implemented in a fraction of the time compared to conventional approaches to Application Integration and SOA Development. The transparency offered by this maximally automated process guarantees that the services used in production match the original design, providing an audit trail and eliminating the dependence on the people who originally built the system.

About Antalis:

Antalis is the largest European group in the distribution of communications support materials (Print & Office Paper, Visual Communication, Packaging and Promotional Products). Ranking #4 worldwide, Antalis employs 6,500 people to serve the needs of over 180,000 clients in 37 countries, printers as well as companies. Over 12,000 references of paper and envelopes; 2,000 promotional product references and over 2 million metric tons of paper are delivered every year with more than 22,000 orders dispatched each day in Europe alone. Antalis is a fully owned subsidiary of Sequana Capital.

For more information about Antalis, please visit www.antalis.com

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

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