

# Marimba's "ISV Solutions" speed time to market and reduce support costs for independent software vendors

Submitted by: AxiCom

Monday, 15 October 2001

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Marimba enables ISVs to distribute, update, and manage software over the Internet

15 October 2001 - Marimba, Inc. (Nasdaq: MRBA), a leading provider of systems management solutions built for e-business, today announced "ISV Solutions," a management solution for independent software vendors (ISVs), such as InterVideo, Intuit, KANA, MusicMatch, and Selectica. Marimba's ISV Solutions, an extension to Marimba's core Change Management products, provide consumer and enterprise software vendors with the necessary tools to create self-updating applications. By embedding self-update capabilities into their applications, Marimba is able to provide ISVs with a competitive edge in terms of reduced support costs and delivering new products and features to market.

"Both consumers and enterprises benefit when ISVs are able to self-update their products," said Neal Goldman, research director at the Yankee Group. "Consumers like the process to be simple and transparent, while enterprises can spend less time worrying about pushing out updates internally or to end-customers."

"With the advent of the Internet, software users have become accustomed to getting the latest, most feature-rich software at the click of a button. That trend toward instant service will continue, and ISVs may soon find that the competitive landscape for their software includes its ability to be seamlessly delivered, updated, and managed," said Fred Broussard, senior research analyst at IDC in Framingham, Massachusetts. "ISVs that don't recognise the value of this functionality could soon find themselves losing deals on the basis of serviceability and supportability. Marimba is bringing to market a solution set that provides ISVs with the ability to

embed self-managing and updating functionality into their applications. Those that take advantage of it could quickly differentiate themselves from competitors."

As ISVs compete in their respective markets, the ones who are able to effectively update and manage their software in the field will establish a competitive advantage. ISVs are always looking for ways to reduce their time to market and reduce support costs. Marimba's ISV Solutions provide software vendors with a transparent delivery mechanism for application updates that will allow them to transition their business model to a subscription-based, software-as-a-service model, where new features and services are delivered regularly over the Web.

#### Reduce Support and Media Duplication Costs

ISVs are constantly looking to automate their software updating process and replace manual intervention. Marimba's built-in self-healing virtually eliminates the painful and oftentimes cumbersome process of self-service updating, a practice that requires users to locate and download the application update from the ISV Web site. Another method of updating is to physically create and mail out a CD or diskette to the end-customer. Marimba's ISV Solutions reduces the need to create these physical CDs or diskette's, reduces human error in a failed manual update, and ultimately reduces support calls by facilitating a better end-customer product.

"Having the ability to virtually eliminate the shipping of thousands of CDs to enterprise customers is a significant cost savings for us," said Fabio Angelillis, executive vice president of engineering at KANA. "In addition, we expect the proactive delivery of updates by Marimba's ISV Solutions to greatly increase our user-adoption success rate."

## Speed Products to Market

Marimba's ISV Solutions can speed time to market in two ways. First and foremost, the Marimba updating solution allows a software vendor to focus on their core product line instead of designing, developing, maintaining, and enhancing an update management solution as robust and scalable as Marimba's. The second manner in which Marimba speeds time to market is by allowing an ISV to release their solution and updates earlier. Rather than extending the development cycle to include every key feature, Marimba allows a vendor to deliver a product to market quickly with a core set of features. Once in the field, an initial update will bring the application up to the most current revision. Then, over time, additional new features and services can be delivered in a seamless and transparent manner.

## Improved Quality of Service

Marimba's ISV Solutions increase customer retention by seamlessly providing new features and services to the end-user. The customer/vendor relationship is enhanced, because the product can be customised and continually refreshed throughout the lifecycle of the relationship. Continual delivery of new features and services also enables the ISV to react quickly to competitive pressures and to reduce the potential loss of a customer to a competitive solution.

## Successful Customers

"Marimba's ISV Solutions allow us to perform automatic and seamless updates to our customers," said Bill Caid, vice president of engineering for MusicMatch. "As a result, MusicMatch can deliver enhanced services to all MusicMatch Jukebox customers with the latest version of our software, and can support the Web-based delivery of new personalised services that improve their music listening experiences."

"Initially, we considered developing a management infrastructure to update our software," said Raul Diaz, vice president of business development at InterVideo. "However, we needed to scale to millions of users and focus on our strengths to get our products to market faster. With Marimba's market-proven products that encompass Internet-standard security technology and byte-level differencing capabilities into one solution, they saved us time and money in the engineering process and enabled us to scale to our user base which is growing by about one million installations every month."

"With over 14 million WinDVD users, InterVideo is providing the world's most popular way to watch DVDs on a PC," said Dr. Honda Shing, chief technology officer at InterVideo. "Because of the extraordinary high demand for InterVideo products, and because all of InterVideo's audio and video software is available via our Web site, Marimba's tools allow us to effectively scale to meet a demand that is growing by over one million users per month."

"As a leader in Change Management products, it's a natural progression for us to extend our core competency with our ISV Solutions," said Rich Wyckoff, president and CEO of Marimba, Inc. "In today's market, we are able to differentiate ourselves by growing and adding targeted products for ISVs and device/appliance vendors, products that leverage our existing Change Management expertise in the server and desktop/mobile markets."

#### Platforms and Availability

Marimba's ISV Solutions are available now and support Windows NT, Windows 2000, HP, Solaris, Linux, AIX, and QNX platforms. Pricing varies based on number of end-points and network configuration. For additional information on all of Marimba's products, please contact Marimba sales via phone at +44 118 949 7060, or via email at [orders@marimba.com](mailto:orders@marimba.com) .

## About Marimba

Headquartered in Mountain View, Calif., Marimba, Inc. (Nasdaq: MRBA) provides systems management solutions built for e-business. Marimba's Server Management, Desktop/Mobile Management, and Embedded Management product families allow Global 2000 companies to better manage their IT resources, increase operational efficiency and reduce IT costs.

For more information, please call +44 118 949 7060, or visit our Web site at <http://www.marimba.com>

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, and is subject to the safe harbors created by these sections. These forward-looking statements include statements regarding: the functionality and benefits expected to be provided by Marimba's ISV Solutions, including allowing consumer and enterprise software vendors to speed time to market, reduce support and media duplication costs, improve quality of service and increase customer retention. Those results are subject to a number of risks and uncertainties, including: technical challenges consumer and enterprise vendors may face in implementing and deploying Marimba's ISV Solutions, which could limit the benefits expected to be provided by such products; the rapid pace of technological change and other development, marketing and sales challenges faced by Marimba, which could limit the ability of Marimba to make its new products generally available on schedule or with the expected functionality; potential increased competition for Marimba in the change management and related markets; and general economic, technological and market conditions, which could affect the level of demand for systems management solutions in general and Marimba's products in particular. Actual results may differ materially due to these and other factors. The matters discussed in this press release also involve risks and uncertainties described from time to time in Marimba's filings with the Securities and Exchange Commission (SEC). In particular, see the Risk Factors described in Marimba's most recently filed Annual Report on Form 10-K and Quarterly Reports on Form 10-Q, as submitted

to the SEC and as may be updated or amended with future filings or submissions. Marimba undertakes no obligation to release publicly any updates or revisions to any forward-looking statements contained in this press release that may reflect events or circumstances occurring after the date of this press release.

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