

CHANGES IN APPLICATION INTEGRATION MARKET REFLECTED IN NEW SOFTWORLD EVENT

Submitted by: Imark (VNU Exhibitions Europe)

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** Softworld Business Integration Expo, 16 – 17 October 2002, NEC, Birmingham **

The Web Services market is set to grow at an enormous pace within the next year, enabling application integration to become more cost effective, quicker to roll out and more flexible. As a result, Imark Communications, organiser of the Softworld series of events, has announced that it is repositioning its enterprise application integration event to encompass this, and will now be known as 'Softworld Business Integration Expo'.

Previously named 'Softworld EAI', the event has had a very successful initial launch period, already gaining buy-in from IBM and SilverStream and Transoft, to name but a few. However, following market discussions with leading vendors and the show's strategic partners PricewaterhouseCoopers, Imark decided that the event name, and part of its target audience, should be broadened to encompass the entire spectrum of the markets offerings.

Launching at the NEC, Birmingham, from the 16 – 17 October 2002, Softworld Business Integration Expo will not only focus on integrating applications within and between enterprises, but also on the integration of critical business processes between different organisations, partners and suppliers. The repositioning of the event will allow it to accurately encompass Web Services, XML, J2EE and Process Management.

"EAI solutions are still of major importance to IT management, and will remain so for some time to come" comments Richard Harris, Senior Market Manager for the event. "However, integration using Web Services offers new and exciting opportunities for companies to integrate not just applications, but complex business processes as well. EAI and Web Services could be seen as different answers to the same problem and IT Management have to be clued up on each area to make sure that their business is ahead of the game. Within the next year, we may well see companies using a mixture of both to solve their integration issues."

“The events broadened focus on the world of EAI and Web Services will provide visitors with a balanced view of the market and the integration solutions on offer. The event will address the issues of the Business Manager, as well as those of the Technical Manager – as the technology should never be viewed in isolation. Web Services are about to revolutionise the IT market, not just the application integration market, and this will be demonstrated at Softworld.”

Softworld Business Integration Expo will also follow the traditional Softworld format, comprising three primary components; a comprehensive exhibition of the leading solutions providers in the market; an independent educational programme of breakfast briefings and masterclasses hosted by leading consultancies in this sector, such as PricewaterhouseCoopers; plus a vendor seminar programme featuring product demonstrations, case studies and visionary Solutions Centre presentations.

All pre-registered visitors will also receive a Softworld Buyer’s Guide to Business Integration technologies (worth £120) which will prove invaluable in helping research the right business software. The guide contains white papers, case studies, opinion pieces and comprehensive corporate and product profiles for all of the exhibiting companies.

For more information on Softworld Business Integration Expo please visit: <http://www.softworld.co.uk>

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Notes to Editor

1. Imark Communications (Europe) is a B2B media company which specialises in producing highly focused trade exhibitions for the information technology and telecommunications industries.

Imark’s differential is its intellectual approach to interactive marketing. All Imark events have a high degree of educational content – developed by Imark’s conference producers in consultation with leading industry analysts and consultancy firms, such as Andersen, PricewaterhouseCoopers and KPMG Consulting. This makes attending an Imark event a highly productive experience for both exhibitors and visitors alike.

SOFTWORLD PORTFOLIO

Software and e-Business events for professional business communities.

- o Softworld Accounting & Finance (March & October)

- o Softworld HR & Payroll (Feb and October)

- o Softworld Supply Chain (March)

- o Softworld Business Integration Expo (October)

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