Introducing BroadVision Process, the Latest Application in BroadVision's Integrated Self-Service Suite

Submitted by: Ascendant Communications

Monday, 28 June 2004

BroadVision, Inc. (Nasdaq: BVSN), a global provider of self-service web applications, today announced the availability of BroadVision® Process™, the latest component of BroadVision's innovative Self-Service Suite. BroadVision Process provides a unique people-oriented, agile and open approach to delivering web-based applications. Leveraging BroadVision's leading personalisation technology, BroadVision Process helps organisations design and deploy solutions in days, not months, significantly reducing IT cost and accelerating time to implementation.

"Moving people-intensive business processes to the web requires sophisticated, integrated personalisation and collaboration capabilities," says Gene Alvarez, Vice President, META Group Inc. "Process-enabled web applications group content and transactional interfaces into guided business processes and create benefits such as more powerful self-service, with less room for process errors. To help firms implement complex processes without drowning in custom code, e-commerce and portal platforms must provide process design tools, an automation engine, and human workflow elements."

About BroadVision Process
BroadVision Process has three main components:

- The Process Workbench is a graphical tool that enables business analysts to create a process model and test process flow with a built-in simulator. Technical users employ the same tool to enrich the process definition with adapters to external systems and to add specifications for turning design elements into functional web pages.

- Process Framework is the underlying engine that translates processes into functional web pages.

- Process Management Centre is a thin-client application that allows you to configure, manage, monitor and generate reports on processes.

Etnoteam, a leading system integrator working with leading Telecommunications and Financial Services customers in Italy and Europe, is already evaluating BroadVision Process to deploy several self-service web applications.

"We believe that using BroadVision Process will help our customers bridge the gap between their business needs and existing implementation bottlenecks," said Marco Zamperini, director of research and development, Etnoteam. "This powerful tool can easily design, test and automatically generate the code, supporting cost effective transformations of people-intensive processes into web-based applications."

BroadVision Process breaks new ground in at least three directions:

It's people oriented. Unlike Business Process Management (BPM), which focuses on automating back-office procedures and removes people from the equation, BroadVision Process focuses squarely on people -- making the process aware of people (who needs to be engaged in the process and what they need

to accomplish during the process) and making people aware of the process (how the process works and where they are in the process).

It's agile. As more and more business activities migrate to the web, IT organisations are overwhelmed with service and support requests. By reducing development time from months and years of hard coding to days of modelling, BroadVision Process allows IT organisations to keep pace with demand while building on a unified framework that is cost-effective to maintain. Once new processes have been deployed to the web, changes are accomplished with the same ease and speed.

It's open.   Many organisations are investigating Open Source as a web platform, to benefit from lower cost of ownership and performance improvements. BroadVision Process offers the option of running on a commercial J2EE platform (Solaris, HP-UX, AIX or Windows with WebLogic or WebSphere, and Oracle, SQL Server, Sybase or Informix) or on an Open Source J2EE platform such as Linux with Jboss and Hypersonic.

"Our customers are not looking for a system-to-system BPM solution, they are looking for a people-to-people business solution," says Dr. Pehong Chen, CEO and president, BroadVision. "With BroadVision Process, they can achieve true dynamic development -- rapidly addressing the service needs of customers, partners, suppliers and employees. And through open source, we are seeing dramatic time and cost reductions, and significant runtime improvements as well. BroadVision Process will set the standard for web process enablement"

About BroadVision
BroadVision is a global provider of personalised self-service web applications. Our integrated suite of process, commerce, portal, and content solutions helps customers rapidly increase revenues and reduce costs. Over 1,000 organisations - including Wal-Mart, Vodafone, Cardinal Health, Hewlett-Packard, Toyota, Japan Airlines and the U.S. Air Force - serving nearly 60 million registered users, rely on BroadVision's open solutions to power and personalise their mission-critical web initiatives.

# # #

BroadVision, BroadVision Process and Click-to-Create are trademarks or registered trademarks of BroadVision, Inc. in the United States and other countries.

For more information or interviews, please contact:
Kim Squire, Ascendant on 0870 7000 166 or ksquire@ascendcomms.net