

ESRI UK OPENS DOORS TO DEVELOPERS

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New ESRI Developer Network and Enhanced Partners and Alliances Programme reduces market entry costs for Enterprise GIS applications

Aylesbury, 7 April 2005 - ESRI UK, a provider of geographical information systems (GIS), today launches the ESRI Developer Network (EDN). EDN is a new programme designed to encourage application developers to discover the benefits of adding cutting edge geospatial functionality to their software applications and business solutions without the usual price barriers associated with enterprise level software.

The ability to add or analyse a spatial or location based context as well as representing information on digital maps is becoming increasingly important to the value of business software applications. For example an insurance company relies as heavily on GIS to determine risk on individual buildings, as does a local authority wishing to streamline its planning applications processes online, or a NHS Trust in improving service area coverage.

EDN offers all of ESRI (UK)'s 100+ existing and all new partners, a straight forward and cost effective route to GIS based market opportunities. EDN gives unprecedented access to ESRI's entire library of developer GIS software, including ArcGIS Engine and ArcGIS Server and ArcIMS, a dedicated ESRI developer website, technical support and certified training. A package valued at over £90,000 at standard ESRI (UK) prices.

EDN forms the foundation to a newly re-structured Partner and Alliance programme which demonstrates ESRI (UK)'s commitment to its partner and alliance communities and supports ESRI (UK)'s current strategy to recruit additional partners at all levels as well as enhancing services to existing members.

The programme offers partners a four tiered approach from entry level EDN membership, through Business Associates, Integration, Technology or Solution Partners, to Strategic Market Development Partners. This means that organisations can opt for the most appropriate level of commitment and associated benefits to meet their requirements. ESRI's partners and alliances today include: IBM, Oracle, Business Objects, Deloitte Petroleum Services, Capita Education Services, Exor and Symology.

Paul Ellis, Partners and Alliances Business Unit Manager at ESRI (UK) said:

"GIS is often viewed as a niche technology within the corporate IT world, when in reality many core business processes have a location or spatial dimension. In response to increased market demand, ESRI (UK) is increasing its support for the development community through EDN, making it easier for partners to incorporate and promote GIS and spatial capabilities and take advantage of this growing market opportunity."

ENDS

About ESRI (UK)

ESRI (UK) delivers enterprise geographic information solutions to organisations in both public and

private sectors in the UK. Founded 25 years ago, and with over 3000 customers, it is one of the largest and most experienced Geographic Information Systems (GIS) companies, combining market leading products, UK specific services, applications and data, to local authorities, central government, utilities and telecoms, defence and business markets. Examples of ESRI (UK)'s customers include Channel 4 Time Team, The Environment Agency, Leeds City Council, Metropolitan Police Service, Norwich Union, Transco and Westminster City Council. ESRI (UK) is the sole distributor of ESRI Inc.'s world leading ArcGIS suite of products. For more information on ESRI (UK) please visit the website at www.esriuk.com

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