

SOA Runtime Governance Leaders AmberPoint Grows Its Market Traction with Addition of New Customers from Direct and Partner-Driven Sales

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SOA Runtime Governance Leader Bolsters Direct Sales with OEM and Reseller Partnerships

AmberPoint announced today that it has substantially increased its industry-leading market presence in recent months with the addition of dozens of new customers. In addition to completing record direct sales to corporate customers and government agencies, AmberPoint benefited from partner-driven sales of its SOA runtime governance software. AmberPoint has OEM, distribution, reseller and development agreements in place with BEA, iWay, IONA, Microsoft, SAP, Software AG, TIBCO and other leading software companies.

In recent months, AmberPoint signed a number of new customers, conducted significant follow-on business with existing customers, and closed additional business via partner-driven sales of its SOA runtime governance software. A partial list of recent customers from around the world includes financial services companies CLSA Limited of Hong Kong, DBS Bank of Singapore, Deutsche Bank of Germany, Fidelity of Italy, Finovia of France, Service Link of the United States, and National Australia Bank; insurance leaders Golden Rule Insurance Company, Safeco Insurance, the National Association of Insurance Commissioners from the United States, and Discovery Health of South Africa; U.S. communications companies Embarq Management Company and Level 3 Communications; global shipping leader Federal Express; U.S. retailers OfficeMax and Williams Sonoma; education pioneer Laureate Education; Brigham Young University; French transportation company Arval Service Lease; technology companies Symantec Corporation and Delta Technology in the United States, Aion Technologies in Taiwan, and PT SI Sistemas de Informação of Portugal; life sciences company Bio-Rad Laboratories; The State of Victoria in Australia; and the United States Army.

“We track customer acquisition for both direct and indirect business, and have seen each of these metrics grow consistently each quarter,” said John Hubinger, CEO of AmberPoint. “We are now at the stage with our deep industry alliances where they’re contributing to our top and bottom lines. These partnerships extend the global presence of our offering, enable customers to make their initial purchases of AmberPoint from a global platform vendor and give our direct sales staff the opportunity to up-sell the broader AmberPoint solution to these new customers. We’re confident these maturing channels will help to support our growth in the months and years to come.”

In other news, AmberPoint also announced today that it was named a “Leader” for its strong product features and its dominant market presence in a recent report by Forrester Research (see “Independent Research Firm Names AmberPoint a Leader in SOA and Web Services Management”).

About AmberPoint

AmberPoint’s industry-leading SOA runtime governance software simplifies visibility and control of complex SOA systems. More than 150 leading organizations have chosen AmberPoint’s policy-based solutions to manage the health and well being of their distributed, heterogeneous service networks. AmberPoint is also the most OEM’ed, resold and distributed software in the SOA industry. For more information, contact AmberPoint at 510.663.6300 or info@amberpoint.com, or visit www.amberpoint.com for a

complimentary developer's edition of AmberPoint software.

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