

Mendix Signs Three New Partners as Channel Embraces Agile Delivery Strategies to Accelerate Speed to Market

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Minerva, Combine and Internet Light Industries embrace the Mendix Agile Business Platform-as-a-service (PaaS) solution to cost-effectively add new value for customers

London, UK – January 10th , 2012 – Mendix (<http://www.mendix.com>), a leader in the PaaS (Platform-as-a-Service) market, has signed three new channel partners, further highlighting the growing interest from systems integrators and solution providers in rapid software development strategies, providing them with a competitive edge to win new projects.

Combine, Minerva Computer Services and Internet Light Industries (ILI) have each embraced the Mendix Agile Business Platform in recent weeks, based on the recognition that meeting clients' rapidly-changing business requirements demands a new approach to application design and delivery.

Combine provides SAP-based business solutions including implementation, upgrade and integration. Combine recognises the potential that the Mendix platform offers as a way to rapidly deliver and complete complex SAP implementations, including delivering those functions that often fall outside of a typical implementation, yet deliver highest user value and satisfaction. This blend of Mendix and SAP know-how will enable businesses to maximise their investment in SAP and in turn deliver on its full potential.

Minerva Computer Services is one of the foremost resellers of business software and network services to SMEs in the south of England, providing best-of-breed solutions in the areas of accounting and business management, customer relationship management, service management, retail and manufacturing, across a wide range of industry sectors. Minerva is skilled in using modern development platforms which it uses to develop bespoke extensions to 'out-of-the-box' software for its clients. Its strategic partnership with Mendix takes this approach to the next level, accelerating Minerva's speed to market with relevant solutions for its customers.

A third partner, Scotland's Web innovation company Internet Light Industries, is using the Mendix PaaS to deliver broch, its new Life Management Hub, a web-based product that puts consumers at the centre of their digital information and gives them the ability to manage and use it effectively. As a Mendix user, ILI quickly saw the technology's broader potential and signed up to become a partner in order to help other start-up technology businesses achieve similar time and cost savings with their own development projects.

Mendix solutions have great relevance to the channel today because they can be deployed extremely quickly and cost-effectively. John Milway, UK country manager at Mendix, notes in a recent article that agile techniques and technologies are "all about fast feedback to the business" – in contrast to traditional monolithic software coding where benefits aren't realised until the product is complete - by which time the original requirements may have changed.

"With agile development, requirements and solutions evolve through collaboration between

self-organising, cross-functional teams,” John adds. “This promotes adaptive planning, evolutionary development and delivery, and encourages rapid and flexible response to change. This is in heavy contrast to a highly regulated, regimented, micromanaged model of development known as ‘waterfall’.”

About Mendix

Mendix enables business change by helping companies rapidly plan, develop, deploy and integrate business apps throughout the lifecycle at a fraction of the time and cost of traditional methods. Our platform simplifies collaboration between Business & IT, enabling business engineers and reducing IT dependency. Mendix has over 20,000-users worldwide and has been recognised by leading analyst firm Gartner as a Cool Vendor. Mendix is a global company with offices in the US, UK, the Netherlands and South Africa. For more information please visit, <http://www.mendix.com>.

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