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edge IPK Announces edgeConnect 4.5

*Major product update now available to customers and partners;
new features promote richer and more flexible online experience*

Hungerford, UK. – 17th September 2009 – [edge IPK](#), leaders in SOA presentation layer technology, today announced the latest version of its flagship product, [edgeConnect](#) 4.5. The new version reflects the importance of greater flexibility, as driven by Web 2.0, and provides customers and partners with a host of enhanced features which will allow them to efficiently create increasingly complex and dynamic layouts. The latest release of edgeConnect, already widely adopted throughout the insurance and banking sectors, provides a strong indicator as to the roadmap towards 5.0, expected 2010.

edgeConnect already provides customers such as Arista, Allianz and LV with simple development techniques that allow business analysts to build and deploy intuitive, user configurable web applications for multiple channels in a fraction of the time taken using traditional methods. By allowing business users to define and configure applications around its adaptive platform, customers not only reduce wasted development cycles, but harness the power to react quickly to changing market influences such as regulatory or competitive movements. The decoupled and evolving nature of the platform also ensures simple integration with existing systems, mitigating the risk often associated with future IT investment.

As with previous versions, 4.5 hides complex forms capability from business analysts wanting to create rich and dynamic customer experience applications, an undertaking which is further reinforced by its key features:

- **Floating Windows and other display options for Help, Errors and Phases:** 4.5 allows users to present on-screen data in a variety of ways, including traditional pop-up windows, floating windows or in a specified section of the HTML page. Not only can floating windows

help to overcome the issues presented by pop-up blockers, but can also enhance the user experience by providing more exciting window frame modifications, e.g. allowing windows to fade/reappear. The ability to have fixed window sections paves the way for call centre solutions that require agent scripts to be part of an application process

- **New Track Changes Attribute:** The ability to track changes within a form as it passes between users not only shortens review cycles but also provides a valuable audit trail. edgeConnect 4.5 has the unique capability not only to mark changes to a form but also to show previous form data.
- **DIV Layout:** 4.5 allows users to specify a DIV layout (defining a division of an HTML document) instead of using HTML tables. This provides a more accurate, richer form layout and improves compliance with accessibility guidelines (W3C).
- **Static Presentation IDs:** The ability to add static ID's to form elements has been added to enable 3rd party tools such as automated testing software to interact directly with edgeConnect forms and thus extends edgeConnect's interoperability
- **Extended Hierarchy for Tables:** In 4.5 data tables are increasingly flexible, allowing much more complex hierarchical data structures to be displayed on screen.
- **Improved dynamic list loading:** Where there are five different forms using the same list multiple times, 4.5 can simplify this process by presenting the list in one form, thereby improving performance.
- **New heading layout options and new row and error styles:** These two improvements will lead to an increasingly flexible layout, which will result in a more compelling user experience.

“Customer Experience is the key differentiator in a company’s online presence as it drives customer loyalty and operational efficiency for partners and internal users. edgeConnect allows organisations to visualise and live the user experience of their applications earlier within the development cycle, thereby ensuring that solutions are developed right first time. In turn this will lead to closer alignment with business goals and dramatically improved time to market,” said Dharmesh Mistry, CTO, edge IPK. “The release of 4.5, and later 5.0, significantly bolsters the platform’s existing attributes, by helping businesses to further compel the user experience, increase operational efficiency of users and ultimately drive greater revenue from that channel, albeit an external website or internal presentation.”

edgeConnect 4.5 is now available.

For more information visit: <http://www.edgeipk.com/Product/tabid/91/Default.aspx>

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About edge IPK

[edge IPK](#) delivers innovative business process solutions based on Open Presentation Platform (OPP). The company's mission is to become the leading international provider of OPP, bringing business and IT together. Through its flagship product, edgeConnect, edge IPK aims to significantly reduce the development time and cost of building front-end applications.

edge IPK accelerates business evolution, by enabling organisations to rapidly develop and manage business applications to support multiple users interfaces and presentations through a single process. The company helps its clients to develop software applications using a 'write once, publish many times' model.

The company has extensive experience in financial services, with a blue chip customer base, which includes Allianz, ABN AMRO, Liverpool Victoria, Deutsche Bank, Towergate Partnership and Zurich Financial Services. Further information can be found at www.edgelPK.com