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edge IPK and IBM Partner to Deliver Next Generation in Presentation Layer Technology

edge IPK further increases its integration with IBM technologies

Hungerford, UK – 10 September, 2008 – edge IPK, the leaders in SOA presentation layer technology, today announced that it has achieved IBM Advanced Business Partner status coupled with becoming an IBM Industry Optimised Partner within IBM's PartnerWorld Financial Services Industry Network. This high level accreditation reflects edge IPK's commitment to both existing and prospective IBM customers in ensuring that its flagship product, edgeConnect, can be successfully deployed on IBM's key computing platforms.

A key benefit to edge IPK is that it now has increased access to IBM technical resources, enabling the rapid build and implementation of solutions based upon IBM products as well as to develop integration to complimentary IBM portfolio solutions.

edge IPK has been working in tandem with the IBM Innovation Centre to further increase its integration with the IBM technologies both with regard to software and IBM's eServer line running Linux. This partnership will provide customers running an IBM environment with the added assurance that the edgeConnect platform is fully certified and proven to run on the entire eServer line ranging from entry level x86-based System x to Blades, clusters and IBM Power Processor based servers and mainframes.

edgeConnect can provide IBM's existing and prospective customers with an enterprise presentation platform, built on an agile Service Orientated Architecture, provisioning the rapid development of browser enabled applications (online, offline, portal and composite) that can support multiple user interfaces and presentations through a single process.

The main benefits of implementing the edgeConnect presentation platform to enterprise applications are proven scalability, ease of use, increased business agility, upto 50% faster time to market for new products or services and higher levels of employee productivity due to reductions in development time ranging from between 40 – 85%.

As a member of the IBM's PartnerWorld Program, edge IPK's membership level was elevated based on the success of the Know Your Customer (KYC) solution for Dutch bank, ABN AMRO. KYC was successfully deployed on IBM platforms across multiple business units in over 30 countries.

"IBM has clearly identified the true potential of the edgeConnect presentation layer offering and has chosen to offer edgeConnect technology across its customer base within the enterprise unit," said Dharmesh Mistry, CTO, edge IPK. "IBM is now fully equipped to deploy a universal and reliable presentation layer to its customers whilst providing integration to other solutions within the IBM portfolio such as FileNet Enterprise Content Management."

Glen Grant, IBM's Alliance Manager for ISV & Developer Relations commented on this new offering; "I am delighted that edge IPK has achieved this high level accreditation from IBM which is testament of edge IPK's commitment to the IBM Computing platform and solution portfolio. I looking forward to working with them further by providing our significant resources, technology and services to further develop and increase integration with IBM technologies and to deliver enterprise wide agile solutions to our Customers"

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 ABN AMRO, Deutsche Bank, Towergate Partnership and Zurich Financial Services. Further information can be found at www.edgeIPK.com

About IBM

For information about IBM, please visit : www.ibm.com

For more information on please contact:

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