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edge IPK Announced as Platinum Sponsor for First SOA Symposium

Dharmesh Mistry, edge IPK and Tony de Bree, ABN AMRO to deliver SOA Industry presentation

Hungerford, UK – xx September, 2008 – edge IPK, the leader in SOA presentation layer technology, today announced that it will be a platinum sponsor at The First Annual International SOA Symposium, to be held at the Amsterdam Arena, Amsterdam between 7-8 October, 2008. The conference is dedicated to SOA practitioners, consisting of the top SOA experts and authors from around the world, providing a series of talks, demonstrations, panels, and SOA training and certification workshops. edge IPK CTO/COO, Dharmesh Mistry, will also be presenting at the conference alongside Tony de Bree, ABN AMRO. Other participating SOA organisations include Oracle, IBM, HP, Microsoft, Sun Microsystems, Tibco, SAP, Burton Group, ThoughtWorks, Layer 7, AmberPoint, Intel and Red Hat.

The theme of the SOA Symposium is "substance only." A nine-person conference planning committee comprised of established SOA professionals from both the media and the practitioner community is committed to ensuring that each session provides in-depth coverage and true educational value for the most important SOA-related topics for SOA practitioners. Tracks include a range of SOA topics from architecture and design through to governance, programming and delivery.

Mistry and de Bree will deliver a two-part presentation entitled "The Front Tier of SOA - building from the front to back / the business perspective". In the first section, Mistry will discuss the challenges and requirements for an Enterprise Presentation layer from a technical perspective, before de Bree looks at the business requirements and considerations when adopting an SOA enterprise-wide presentation layer. He will also share with the audience his experiences and lessons learnt from global implementations around KYC (Know Your Customer) and Compliance at ABN AMRO group, and how Web 2.0 can help in complex, siloed IT environments within the Financial Services Industry.

“The SOA Symposium is the premier event in Europe for all end-users and SOA professionals currently embroiled in, or about to embark upon, an SOA project,” commented Mistry. “As a platinum sponsor of the event, edge IPK is making a serious statement of intent to the community; that SOA is not just about Business Process Management and Enterprises Service Buses. Without access to the information held within, users will never make the most of SOA. The presentation layer produces the customer experience, an absolutely critical part of any SOA roll out which will ultimately determine the success or failure of an SOA project and will set apart leaders and laggards in the business community.”

The SOA Symposium Conference runs from 7-8 October, followed by a series of five-day workshops running from 9-15 October.

For details and registration, visit www.soasymposium.com

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

For more information on please contact:

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