

# News Release

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## Active Endpoints and Action Technologies Announce Strategic Technology Alliance

### Partnership Enables the Integration of World-Class BPEL and BPM Solutions

**Shelton, CT and Oakland, CA — February 1, 2006 —** Active Endpoints, Inc. ([www.active-endpoints.com](http://www.active-endpoints.com)), a leading independent provider of SOA integration solutions, today announced a strategic technology alliance with Action Technologies ([www.actiontech.com](http://www.actiontech.com)), a software firm specializing in business process management (BPM). Under the terms of the alliance, Action Technologies will integrate Active Endpoints' ActiveWebflow™ solutions with their award-winning ActionWorks® suite, which unifies knowledge work in dynamic team environments through a powerful suite of Web-based collaboration, project management and administrative tools.

This new alliance leverages standards-based software solutions designed to meet the needs of customers who value the benefits and power of Web services.

ActiveWebflow is a family of platform-neutral, standards-based software solutions that allow organizations to quickly automate process flows internally and across their supplier, customer and partner ecosystems. Unlike proprietary solutions that interface with the BPEL (Business Process Execution Language) standard through import and export utilities, ActiveWebflow supports BPEL as its native process orchestration language.

ActionWorks is the only BPM software solution that models the “natural” ways in which knowledge workers interact, in contrast to the rigid and inefficient task-based methodology found in other BPM products. Since ActionWorks is based on a system of negotiations and commitments, accountability rests with individual performers, instead of

the veritable “someone.” Action Technology has won more than 15 major industry awards and is categorized as a “visionary” solutions provider within Gartner’s Pure-Play BPM Magic Quadrant.

“Many of the world's largest manufacturers and financial services companies use Action Technologies' Person-to-Person BPM solutions. The integration of the industry standard BPEL technology with our BPM product will empower our customers and prospects to adapt our solutions rapidly and proactively to best suit their business requirements and the environment within which they operate,” said Bill Welty, CEO, Action Technologies. “Action expects many of its customers to deploy the J2EE™ version of the ActionWorks suite which integrates ActiveWebflow, to deliver the process-driven, adaptable solutions required in today’s marketplace.”

“To achieve efficiencies and leverage existing technology investments, many companies are rapidly shifting their focus from proprietary systems to open, standards-based systems,” said Les Trachtman, CEO, Active Endpoints. “By incorporating ActiveWebflow into its ActionWorks BPM product, Action delivers to its customers a seamless, flexible solution to include human driven interactions and decisions, while integrating the benefits of enterprise-class BPEL technologies.”

### **About Active Endpoints, Inc.**

As a leading independent provider of SOA integration solutions for both commercial and open source applications, Active Endpoints delivers a comprehensive suite of business and systems integration products. Unlike first-generation EAI, EDI and B2B integration companies, Active Endpoints' solutions are fundamentally designed for use in services-oriented applications, particularly those based on Web services. Active Endpoints' customers achieve rapid, quantifiable ROI by linking business processes, enterprise and legacy applications, databases, Web services, and human workflows both within and across enterprises. Through this seamless integration, customers can reduce costs, develop new revenue opportunities, strengthen relationships with customers and partners, substantially increase supply chain efficiencies, and streamline internal business processes. Active Endpoints distributes its ActiveBPEL™ engine under open source licensing terms through the Company's subsidiary, ActiveBPEL, LLC. For more information, please see [www.active-endpoints.com](http://www.active-endpoints.com) and [www.activebpel.org](http://www.activebpel.org).

## **About Action Technologies**

For more than 20 years Action Technologies has delivered award-winning Business Process Management (BPM) software that reduces the time and cost of decision-driven processes by 40-60% and typically generates returns of more than 300%. The ActionWorks® Suite enables our leading global customers to analyze, redesign, implement and continuously improve their operations through a patented system for managing negotiations and commitments. For more information, please see [www.actiontech.com](http://www.actiontech.com).

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*ActiveWebflow is a trademark of Active Endpoints, Inc. ActiveBPEL is a trademark of ActiveBPEL, LLC. ActionWorks is a registered trademark of Action Technologies, Inc. J2EE is a trademark or registered trademark of Sun Microsystems, Inc. in the United States and other countries. All other company and product names are the property of their respective owners.*