



FOR IMMEDIATE RELEASE

## **ActiveVOS Experiences Rapid Sales Growth in Q4 2009**

*Buyers Worldwide Respond to the Business Process Management Suite's Capabilities, Compatibility and Affordability*

**Waltham, MA, January 6, 2010** – Active Endpoints, Inc. ([www.activevos.com](http://www.activevos.com)) announced today that sales of its ActiveVOS business process management suite ([BPMS](#)) grew rapidly in the last quarter of 2009. As businesses and governments around the world look to improve their processes and applications, more and more of them are discovering the simplicity, compatibility and affordability of ActiveVOS.

During the quarter, 12 customers purchased ActiveVOS for the first time. ActiveVOS sales to end users grew 119% in Q4 of 2009 compared to Q4 of 2008, demonstrating that even though economic recovery is bringing IT buyers into the BPMS marketplace, those buyers are still insisting on value, flexibility and ease-of-use. Existing customers also increased the rate at which they purchased additional ActiveVOS product and services, with Q4 2009 repeat purchases growing 124% over Q3 2009. Sales also benefited in the quarter from the introduction of [ActiveVOS 7](#), with its advanced, new Business Process Modeling Notation ([BPMN 2.0](#)) modeling features, a new AJAX-based forms designer and many other new capabilities.

“ActiveVOS is rapidly becoming the BPMS of choice for users who want to change the way they develop and deploy process applications,” said Mark Taber, CEO, Active Endpoints. “In our new ActiveVOS 7 release, we focused on making it even easier than before to create process applications that customers would be able to rapidly deploy. The success we had in Q4 demonstrates that BPMS buyers are looking for a combination of capabilities and simplicity...and they are finding it in ActiveVOS.”

In Q4 of 2009, customers acquiring ActiveVOS for the first time included French industrial manufacturing giant Thales, digital media company LibreDigital, Inc. and Australian spatial data provider PSMA Australia, Ltd. ActiveVOS 7 sales continued to be especially strong in the public sector, with new customers in the US federal government and in the military.

ActiveVOS enables the entire development team – developers, business analysts, operations staff and managers – to model, develop, test, deploy and manage standards-based BPM applications affordably and quickly. ActiveVOS reduces dependence on consultants and makes teams more self-reliant. With ActiveVOS teams can visually model and deliver new processes on their own schedule and at lower cost. In addition, because ActiveVOS is broadly compatible, software engineers enthusiastically embrace the BPMS.



“Customers we talk with want a BPMS to change the way they implement their business processes but they are concerned about cost and complexity,” said Eric Egertson, vice president, sales, Active Endpoints. “When evaluators of ActiveVOS discover that it is a single, integrated, standards-based product that is compatible with their existing infrastructure, their eyes light up. Our rapid growth in Q4 is has been propelled by buyers looking for a solution like ActiveVOS.”

ActiveVOS 7 is available today at [www.activevos.com/trial](http://www.activevos.com/trial). Development teams are encouraged to download a free, 30-day, fully-supported trial of ActiveVOS. During the trial, users can take advantage of superior, email-based support and the wealth of training, education and samples available on Active Endpoints’ websites. Users will find the [Education Center](#), the [In-depth](#) section and [podcasts](#) from the company’s blog especially useful.

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

Active Endpoints’ ([www.activevos.com](http://www.activevos.com)) ActiveVOS is the business process management system (BPMS) that development teams will love. ActiveVOS empowers project teams to create business process management (BPM) applications using services, making their businesses more agile and effective. ActiveVOS promotes mass adoption of SOA-enabled BPM applications by focusing on accelerating project delivery time with a complete, affordable and easy-to-use system. Active Endpoints is headquartered in Waltham, MA with development facilities in Shelton, CT.

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