



FOR IMMEDIATE RELEASE

Toyota Motor Europe Orchestrates Learning Management with ActiveVOS

New application created with visual orchestration system key to well-trained field personnel

Waltham, MA, August 19, 2008 – Active Endpoints, Inc. (www.activevos.com), the inventor of [visual orchestration systems](#) (VOS), today announced that Toyota Motor Europe has successfully deployed a sales education application that uses ActiveVOS™ for user provisioning and access to an education application. The new services-based application utilizes ActiveVOS capabilities including rapid development and deployment, integrated testing and market-leading support of industry-standards including the Business Process Execution Language ([BPEL](#)) to ensure all field personnel have quick and easy access to their internal learning management system. Toyota Motor Europe is based in Brussels, Belgium.

An application orchestrated by ActiveVOS enables users to more readily access Toyota's sales education curriculum, guaranteeing that the education is widely used within the company and that each student's progress is tracked. For manufacturers with broad product lines and complex products, everything from customer satisfaction to reductions in warranty costs is dependent on delivering the appropriate training to the right staff.

ActiveVOS is the first standards-based system that permits enterprises and developers to automate business processes, collaborate across IT and business boundaries, control the overall state of the business and adapt rapidly and easily to change. This [all-in-one system](#) delivers everything companies need to create modern services-based applications without the cost and complexity associated with traditional "stack vendors."

"We are pleased that Toyota Motor Europe selected Active Endpoints to develop their SOA applications," said Eric Egertson, vice president sales, Active Endpoints. "Modernizing important systems like learning management to take advantage of ActiveVOS's [business process management](#) (BPM) and workflow capabilities delivers immediate return on investment."

About Active Endpoints, Inc.

Active Endpoints (www.activevos.com) is the leading developer of visual orchestration systems. VOS empowers line of business project teams to create applications using services and industry standards, making their businesses more agile and effective. Active Endpoints' ActiveVOS promotes mass adoption of SOA-enabled applications by focusing on accelerating project delivery time with a standards-based, easy to use system. Active Endpoints is headquartered in Waltham, MA with development facilities in Shelton, CT.

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