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## **New Analyst Report Rates ActiveVOS BPMS in “Consider” Category**

*Ovum 2010 BPM Decision Matrix Details ActiveVOS Market Impact*

**Waltham, MA, March 2, 2010** – Active Endpoints, Inc. ([www.activevos.com](http://www.activevos.com)) announced today that Ovum, a global advisory and consulting firm, has included the company’s ActiveVOS Business Process Management System ([BPMS](#)) in Ovum’s just-published *Decision Matrix: Selecting a Business Process Management Vendor*. Fourteen vendors’ products were evaluated and ActiveVOS was one of six products rated “consider” in Ovum’s Extended BPM Decision Matrix. The Ovum report’s summary and conclusions, along with Ovum’s “radar” report on ActiveVOS, are available at <http://www.activevos.com/ovum>.

According to the report, BPMS vendors in the “consider” category “...have good market positioning and are selling and marketing their products well. The products offer competitive functionality and good performance, and should be considered as part of the technology selection process.” Writing specifically about ActiveVOS, Ovum reports, “Active Endpoints’ ActiveVOS 7 could be considered as typical of the contemporary generation of BPM suites (BPMS), while retaining many of the unique features that set it apart from the multitude of other BPMS available.”

ActiveVOS 7 enables the entire development team – developers, business analysts, operations staff and managers – to model, develop, test, deploy and manage process applications affordably and quickly. Based on a highly-productive [BPMN](#) 2.0 modeler that executes processes using the native language of services, [BPEL](#), ActiveVOS offers a complete, all-in-one approach to BPM that quickly achieves business objectives while revolutionizing the entire development process.

“We are very pleased to have been included in Ovum’s BPM Decision Matrix for 2010,” said Alex Neihaus, vice president, marketing, Active Endpoints. “Ovum has noted both ActiveVOS’s BPM features and its strict adherence to open standards, calling ActiveVOS a ‘market leader’ for its commitment to standards. Enterprises today want both broad technical capabilities along with the easy integration and investment projection of standards. The growing success of ActiveVOS is due to its ability to deliver on these important market requirements.”

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. The website has been recently revised, with a new [Start Here](#) section and a significantly expanded section for [process developers](#). The company also has



a vibrant [blog](#) and weekly podcast, titled *CTO Tuesdays*, in which Active Endpoints and guest CTOs discuss technical topics of interest to BPM users. Register for upcoming *CTO Tuesdays* [here](#) and access replays of previous episodes [here](#).

**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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