



FOR IMMEDIATE RELEASE

Active Endpoints Announces ActiveVOS 7.0

*New Release of Business Process Management System Offers
Innovation and Ease-of-use for Development Teams*

Waltham, MA, September 22, 2009 – Active Endpoints, Inc. (www.activevos.com) today announced ActiveVOS™ 7.0, a new release of its business process management suite ([BPMS](#)). ActiveVOS 7.0 delivers a complete and innovative system for modeling, testing, deploying, running and managing business process applications that include both system and human tasks. Among its many new capabilities, ActiveVOS 7.0 offers a new design canvas that uses the Business Process Modeling Notation 2.0 ([BPMN](#)) specification to create executable Business Process Execution Language ([BPEL](#)) processes. ActiveVOS 7.0 also features a new AJAX-capable, services-based forms designer that breaks new ground by moving the presentation tier from a server to the client, giving process designers flexible access to services directly from forms. In addition, ActiveVOS 7.0 offers ActiveVOS Central, a new, customizable application that consolidates user interaction with the BPMS into one attractive user interface.

“ActiveVOS 7.0 pioneers a new approach to BPM,” said Mark Taber, CEO, Active Endpoints. “Enterprises are looking to a new generation of process applications to increase agility and improve efficiency. As attractive as building business process applications is, it has been hard for many organizations to do so because the tools have, until now, been too cumbersome, proprietary and expensive. ActiveVOS 7.0 overcomes these challenges by being innovative, lean, open and affordable.”

In an August, 2009 Forrester Research, Inc. report entitled [Forrester TechRadar™ For BP&A Pros: Business Process Management Suites, Q3, 2009](#), ActiveVOS was named a “key vendor” for users evaluating integration servers and SOA-based BPM. Forrester reports that “Enterprises face increased demands for improvements in business agility; BPM tools can remove many of the barriers to success” and goes on to describe integration servers as “...core components of integration-centric BPM solutions.” Forrester also points out that “IC-BPMS [integration centric business process management systems] tools have the most comprehensive SOA features in the BPM arena.”

These capabilities make ActiveVOS the BPMS development teams love. The system delivers everything an extended development team needs to design, model, simulate, test, deploy and manage process applications. The whole development team – including business analysts, architects, developers, operations staff and end users – benefits from ActiveVOS’s focus on ease of use and support for collaboration among the team. With ActiveVOS 7.0, development teams are empowered to reduce dependence on consultants, deliver applications on schedule and achieve investment protection that results from ActiveVOS’s rigorous adherence to industry standards.



“Gone are the days in which productivity gains could be realized with a new, faster chip or a better, faster database,” said Dana Gardner, principal analyst, Interarbor Solutions. “Instead, a ‘new’ Moore’s Law has begun to take hold. This new law declares that productivity today is gained from improving business processes and the way human tasks and machine tasks are combined to rapidly improve results. ActiveVOS 7.0 offers IT and business users the opportunity to quickly realize the results of BPM and benefit from the new laws of productivity.”

ActiveVOS 7.0 BPMS Innovations

ActiveVOS 7.0 offers many exciting new capabilities for business analysts, developers and end users. Innovations in ActiveVOS 7.0 include:

Optimized BPMN 2.0 Canvas. ActiveVOS 7.0 now offers the latest BPMN 2.0 notation for modeling and implementing business processes, making it easy for architects, business analysts and developers to work collaboratively with business end users. An innovation called “structured activities” accelerates process modeling by supplying often-used constructs that can be dragged and dropped onto the canvas. This significantly reduces the amount of time required to model a process and makes it easy to collaborate on process design. The full power of BPMN 2.0 is also available for models in which the designer wants to control every aspect of the diagram.

Models are executed directly as [BPEL 2.0](#) (Business Process Execution Language) processes, including support for human activities via the WS-HumanTask standard. There are no round-trip errors or translations between BPMN and BPEL and full fidelity of the BPMN visualization of the process is retained even into execution of the process. ActiveVOS 7.0 is the first BPMS to deliver the best of both standards: full BPMN 2.0 modeling and direct execution of the model on a proven, scalable server natively designed to orchestrate services and human activities.

Integrated Drag-and-drop AJAX Forms Design. New in ActiveVOS 7.0 is an easy-to-learn and use drag-and-drop forms designer for the creation of AJAX-based forms. ActiveVOS 7.0 forms are automatically service-enabled. As a result, ActiveVOS task forms both look like services and use services. With this leading-edge implementation of rich Internet application (RIA) technology, ActiveVOS 7.0 eliminates the need for clients to access a remote, server-based presentation tier. By moving an AJAX-based presentation tier directly to the client and giving that client direct access to any available service, contextual information crucial to decision-making can be dynamically provided to the end user, improving productivity and speeding results. Developers can easily create a variety of forms that take advantage of this capability, including Process Request, Task and Status Lookup forms.

ActiveVOS Central. The new ActiveVOS Central application consolidates in one place the ability to initiate processes via a request, perform lookups for status of a request, carry out tasks and access reports to help users and managers better manage work.



Support for Continuous Integration. ActiveVOS 7.0 supports this widely-used software engineering practice that is used to speed up delivery of new applications. Until now, BPMSs have lacked support for this important method of developing applications, limiting their usefulness as the preferred tools for development. By supporting this standard development technique, ActiveVOS makes it possible for the first time for the development team to *default* to using the BPMS for all development, improving development productivity and magnifying all the other benefits of a business process management culture.

Permalinks for ActiveVOS forms. ActiveVOS Process Request and Lookup forms can be invoked from Web pages, portals or from email via permanent URLs. Doing so makes it possible to kick off processes and track activity and status using ActiveVOS forms capabilities from anywhere and in any application.

For more detail on these new features and an expanded list of new capabilities, please see [What's New in ActiveVOS 7.0](#).

“ActiveVOS enabled us to orchestrate our Travice API web services in combination with complex travel industry processes,” said Dennis Christiani, CEO, [SoftConEx](#) GmbH, an Active Endpoints partner. “ActiveVOS is easy to use and powerful. These are big advantages when time to market is important. When customer processes change – something that happens often in the very competitive travel industry – we are able to respond almost instantly. Sometimes we are even able to update and deploy changes while they are on the phone. We have run several million process instances in the last two years without any problem on our ActiveVOS installations. With ActiveVOS 7.0, we believe we will be able to respond even more rapidly to customer requirements.”

Pricing and availability

ActiveVOS 7.0 will be available for download on September 28, 2009 at www.activevos.com/trial. Users are encouraged to download a free, 30-day, fully-supported trial of ActiveVOS 7.0. 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. [Screenshot tours](#) of ActiveVOS 7.0 make it easy for evaluators to see the benefits of using the BPMS.

ActiveVOS is available as a perpetual license. An ActiveVOS license is \$18,000 per CPU socket for a first-time purchase of ActiveVOS. Subsequent ActiveVOS licenses are \$32,000 per CPU socket. A "CPU socket" is a physical processor on a system. It does not count the number of CPUs in that socket. [Contact](#) Active Endpoints for pricing for running ActiveVOS in virtualized workloads.



About Active Endpoints, Inc.

Active Endpoints (www.activevos.com) is the business process management system ([BPMS](#)) development teams love. Active Endpoints' 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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