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Press Release

## **DKSH selects E2E Bridge as enterprise-wide IT integration platform**

**Basel, October 12, 2006 – E2E Technologies Ltd. ([www.e2e.ch](http://www.e2e.ch)), the leading provider of Model Driven Integration (MDI) software, has announced that DKSH, the most successful services group in Asia focused on sourcing, marketing, sales, logistics and distribution, has selected the E2E Bridge for enterprise-wide IT integration.**

DKSH is currently deploying a global SAP template to harmonize their processes and consolidate its IT operations from 35 countries into a Corporate Shared Service Center (CSSC) in Kuala Lumpur, Malaysia.

DKSH required an integration platform for its IT infrastructure which could handle the organization's underlying SAP platform, which is the world's largest single SAP instance in the supply chain sector.

The E2E Bridge is the industry's first Enterprise Service Bus (ESB) based on a Unified Modeling Language (UML) virtual machine. With this unique approach to integration, traditional interface coding is completely eliminated. Integration services are fully modeled in UML and can be directly executed without ever generating code.

The degree of automation facilitated by E2E's MDI approach is significant. Large scale integration projects can be implemented in a fraction of the time it took before. And because MDI turns the documentation into the code, there is no longer a mismatch between design and production environment. As a

result, the interface quality is unparalleled, causing significant reduction of operational cost.

Gonpo Tsering, DKSH's Senior Executive VP for Operations and Business Support and member of the Group's Executive Board, said, "We wanted a more effective mechanism to implement and maintain connectivity to the thousands of companies we work with. Speed of integration is paramount, as is minimizing operational expense without compromising quality."

"We chose E2E based on its unique and innovative approach to integration to simultaneously meet all these objectives at the same time. By rapidly integrating our existing interfaces into our central SAP installation, with E2E we will be able to leverage economies of scale throughout the entire group network. Thanks to E2E the agility and flexibility of our standardized global business processes will be tremendously enhanced. The decision to deploy E2E forcefully across our entire group is not simply aiming for an optimization of our IT landscape but goes far beyond that, namely improving our operational efficiency and risk management. Our choice of E2E is clearly of strategic nature."

By facilitating direct model execution using standard UML, E2E provides an unprecedented level of transparency throughout the entire integration project, massively improving the end-to-end communication process for all stakeholders involved.

According to Dieter Schlosser, DKSH Vice President for IT, this approach to integration is unique. "Our business is to integrate businesses; hence we were searching for the best fitting middleware concept to facilitate our business model and to move from people-dependency to process-dependency in our CSSC."

“Despite knowing that E2E had succeeded with major integration challenges before, we were initially skeptical about E2E’s MDI approach. The potential benefits of executing integration services directly as UML models are huge, so we tested every aspect of the E2E Bridge in the context of our own infrastructure.”

“With every integration pattern we tested, the results were much better than any other SOA approach we’ve seen. Not only were we able to massively accelerate integration efforts, we also obtained a substantial increase in interface quality. The results were simply spectacular.”

DKSH will deploy the E2E Bridge in a multi-phase project. The first large-scale integration effort was to integrate all interfaces of the Singapore IT operations into the CSSC in Malaysia. The project was completed in just ten weeks including the design, implementation, deployment and testing of 30 interfaces and 15 reusable business services, with a staff of only three people. DKSH is now in the process to rollout E2E across its entire group worldwide.

Teresa Jones, Senior Research Analyst at Butler Group comments: “With this first large scale use of fully Model Driven Integration in the supply chain sector, DKSH shows a highly visible example of B2B interface quality, while at the same time reaching new levels of operational efficiency.”

Darren Covington, E2E’s Vice President for the Asia-Pacific region, said, “We are delighted DKSH has selected E2E as a strategic enabler for its growth strategy going forward. Not only will the E2E Bridge enable much faster integration at a much lower operational cost, the fact that DKSH can integrate principals, suppliers and their customers in a fraction of the time gives them a tremendous competitive advantage.”

## **About DKSH**

DKSH Group Ltd. is the number one services group in Asia focusing on sourcing, sales, marketing, logistics and distribution. The organization has a network of about 310 business locations in Asia as well as 15 in Europe and the Americas. The Group operates in 35 countries with a total workforce of more than 20,700 specialized staff in four Business Units, including Consumer Goods, Healthcare, Specialty Raw Materials and Technology.

Further information on DKSH can be found on [www.dksh.com](http://www.dksh.com)

## **About E2E**

The Swiss software company E2E Technologies Ltd. is the world's first company to offer software for fully Model Driven Integration (MDI). Its flagship product, the E2E Bridge, allows companies to maximize automation of the end-to-end process for IT systems integration, in order to facilitate cross-departmental and multi-enterprise business processes. E2E's MDI approach requires no conventional programming. All integration services are directly executed as a model. To enable this unique approach, E2E provides the industry's first Enterprise Service Bus (ESB) in the form of a Unified Modeling Language (UML) virtual machine.

By using the E2E Bridge, customers can implement integration projects economically, on time and on budget, transparently and in exceptionally high quality. System integrators, software manufacturers and providers of Software-as-a-Service (SaaS) use the E2E Bridge to offer products and services that can be more easily integrated into existing heterogeneous IT environments. The company was founded in 1996, is headquartered in Basel, and has offices in Boston, Dallas, London and Sydney.

Further information on E2E can be found at [www.E2EBridge.com](http://www.E2EBridge.com)

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