

BVgroup invests CHF 5 million in leading Model Driven Integration (MDI) software vendor E2E Technologies Ltd.

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BVgroup Private Equity invests five million Swiss francs in E2E Technologies Ltd., which develops and sells the E2E Bridge®, the leading platform for Model Driven Integration (MDI). Based on the unique MDI approach, the E2E Bridge automates the complete process of implementing and maintaining complex integration and migration initiatives, leading to significant reductions of total cost and time to market, while at the same time maximising reuse – and thus return on investment – for existing and new IT components. The BVgroup investment, which represents a minority stake in the Basel, Switzerland, based software company, will be used to accelerate the ongoing international expansion.

MDI – a radically new approach for integration & migration

Unlike traditional Enterprise Application Integration (EAI) and Service Oriented Architecture (SOA) platforms, E2E's MDI approach is not based on error prone proprietary interface programming or complex code generation. Instead, integration services are modelled using standard Unified Modelling Language (UML) diagrams, which are then directly executed by E2E's high performance UML Virtual Machine. Alex Büch, CTO at E2E explains: "Using the MDI approach, the documentation becomes the code, and thus the documentation always stays in sync with the production version, serving as a common and transparent discussion context for business and IT."

E2E Bridge – the leading MDI platform

As the first and industry proven implementation of a state-of-the-art MDI platform, the E2E Bridge enables organisations to reuse existing IT assets and to substantially accelerate service enablement and orchestration of heterogeneous backend systems to



facilitate company wide business processes. By providing the first integration engine based exclusively on UML model execution, the E2E Bridge maximises automation of the complete systems integration and migration process. Systems integrators, software OEMs and ASPs use the E2E Bridge to deliver timely, transparent and high quality integration projects, substantially lowering total cost of ownership (TCO) and time to market (TTM), while maximizing the return on investment (ROI).

A revolution based on proven standards and established skills

Technology revolution is usually disruptive. Not with the E2E Bridge. With one of the central dogmas at E2E focussing on maximizing the reuse of existing IT assets – including established, readily available knowledge and skills – the E2E Bridge breaks with the tradition that innovation comes at the high price of vendor lock-in. This means that users of the E2E Bridge will create integration services that are fully reusable, and do not require special training using highly specialised tools. CTO Alex Büch adds: “From large enterprise service integration initiatives down to small and medium size companies, E2E has proven how well the Model Driven Integration approach solves major integration and migration problems within today’s heterogeneous IT landscapes – and without the need for proprietary, hard to learn technology. Using executable UML models, backend integration and migration has finally become a fully transparent, highly automated and truly platform independent process that can be shared by business and IT to leverage the benefits of effective business integration.”

E2E Technologies Ltd. – building on experience and partners

E2E Technologies Ltd. was founded in 1996. The company is headquartered in Basel, Switzerland, and recently opened offices in Sydney, Australia, and Oslo, Norway. From the start, the company operated successfully as an integration service provider and used its practical experience to develop the E2E Bridge during the last 8 years, including certification for key platforms such as SAP or Microsoft. E2E is also reselling the UML modelling tool MagicDraw from No Magic, bundled with its Development Environment. Key customers of E2E Technologies include UBS, Swisscom and Agrano.

E2E set to grow internationally with CHF 5 million expansion financing

With the objective to support the international expansion strategy of E2E Technologies Ltd., BVgroup Private Equity took the lead and invested a total amount of CHF 5 million for a minority stake in a series A share capital increase. BVgroup Private Equity was advised by law firm Wenger Vieli in Zürich, Dr. Pascal Sieber Consulting in Bern and Kuppinger Cole + Partner in Germany, while E2E was advised by the law firm Vischer in Basel. Daniel Kusio, Managing Partner of BVgroup Private Equity, explains the rationale for the investment: „E2E is an outstanding, well run company with a unique product, the E2E Bridge, which successfully addresses the key challenges of a \$200 billion worldwide integration market. We were impressed by the management and technical team and believe that the E2E Bridge has the potential to fundamentally change IT integration.“

Strong interest from customers and international integration partners

Serge Gansner, Chief Executive Officer of E2E, comments: „Having worked for more than 20 years in the integration business myself, I appreciate the entrepreneurial attitude of BVgroup and their ability to support E2E’s growth strategy. We started to actively market the E2E Bridge in the second half year of 2005 and engaged highly experienced sales professionals for the launch of our international operations in Asia Pacific and Central Europe. E2E immediately generated a high level of interest from system integration partners, software OEMs, ASPs and end-customers, leading to numerous projects and new contracts.“

Further information is available from:

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