



November 10, 2009

## **Progress Software Drives Innovation and Operational Responsiveness at WIN For Next Generation Mobile Messaging Services Platform**

BEDFORD, Mass.--(BUSINESS WIRE)--Nov. 10, 2009-- [Progress Software Corporation](#) (NASDAQ: PRGS), a leading software provider that enables enterprises to be operationally responsive, today announced that [WIN](#), a leading provider of interactive mobile entertainment and information services, has selected the Progress<sup>®</sup> Sonic<sup>®</sup> ESB product for its Next Generation Messaging Platform (NGMP).

WIN conducted a review of its technology infrastructure and the changing demands of its user base. WIN then looked for a solution with its technology partner, Tech Mahindra, that would improve the performance of its platform and create the flexibility required to speed up time-to-market for mobile services.

Rapid change in the mobile sector is driving consumer demand for innovative multimedia and high-bandwidth services. This drove WIN to look at a SOA-based infrastructure for its new platform, according to Graham Rivers, CEO at WIN.

“As mobile services evolve into widgets, applications and mobile video on-demand, much of the integration work we do to meet our customers’ service requirements is custom-built,” Graham Rivers explained. “But to create an efficient and agile model that allows providers to roll out new services quickly, service re-use is key. SOA brings that flexibility to our platform.”

WIN, whose customers include Vodafone, T-Mobile, Sony Ericsson and The AA (The Automobile Association in the UK) also needed to ensure that reliability and resilience are matched with performance and agility for the NGMP.

“When you’re behind these types of high-profile services, there can be huge demand on our platforms during peak times. Confidence that the system can cope is paramount,” Rivers added.

WIN chose the Sonic ESB product because of its performance capabilities and Progress Software’s experience and knowledge of the role of application infrastructure in improving agility.

“The Progress Sonic ESB will introduce secure, reliable communications across WIN’s infrastructure, regardless of data format or process. The result will be a robust, event-driven architecture that can evolve based on the demands of WIN’s customers,” commented Ken Rugg, vice president and general manager of Integration Infrastructure, from Progress Software.

“The link between business processes and technology must be kept strong to ensure technological change maps back to the goals of our customers,” Rivers said. “Keeping our platform running smoothly as traffic continues to increase is no small feat, and WIN is now taking its platform to a new level of performance.”

### **About Progress Software Corporation**

Progress Software Corporation (NASDAQ: PRGS) is a global software company that enables enterprises to be operationally responsive to changing conditions and customer interactions as they occur – to capitalize on new opportunities, drive greater efficiencies and reduce risk. The company offers a comprehensive portfolio of best-in-class infrastructure software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and deployment – all supporting on-premises and SaaS/Cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership. Progress can be reached at [www.progress.com](http://www.progress.com) or +1-781-280-4000.

### **About WIN plc**

WIN is an innovator in interactive mobile entertainment and information distribution with a ten-year track record of developing an unrivalled variety of services for Europe’s leading content owners, mobile operators, corporate enterprises, broadcasters and media corporations.

WIN enables companies to use mobile services to improve business efficiency, grow revenues and reduce costs. Companies using WIN’s services are able to improve communication with existing customers, attract new customers,

increase brand loyalty and enhance customer satisfaction. An impressive and growing client list includes such household names as Vodafone, T-Mobile, Orange, Sony Ericsson, AOL, The AA, Centrica and E-On.

Headquartered in Buckinghamshire, UK, the Group has built on its success by extending its reach into new overseas markets including Ireland, Germany, Austria, Hungary, Greece, Scandinavia, Australia, Africa, Malaysia, Thailand and Singapore. WIN is structured into three operational units, Managed Services, Enterprise Solutions and New Media. Visit WIN at: [www.winplc.com](http://www.winplc.com)

Progress and Sonic are trademarks or registered trademarks of Progress Software Corporation and/or its subsidiaries or affiliates in the U.S. and other countries. Any other trademarks contained herein are the property of their respective owners.

Source: Progress Software

Progress Software  
Lisa Coulouris, +1 781-280-4995  
[lcoulour@progress.com](mailto:lcoulour@progress.com)

or  
LEWIS PR  
Richard Young, +1 617-226-8842  
[progresssoftware@lewispr.com](mailto:progresssoftware@lewispr.com)