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Reed Business Information Enriches Customer Relationships with Progress Software

Global media publishers use Progress Sonic ESB to streamline order processes

LONDON--(BUSINESS WIRE)-- [Progress Software Corporation](#) (NASDAQ: PRGS), a leading software provider that enables enterprises to be [operationally responsive](#), has today announced that Reed Business Information, Europe's largest online and offline publisher, has selected the [Progress® Sonic® Enterprise Service Bus \(ESB\)](#) product to help drive the integration of its CRM and finance solutions.

Reed Business Information brings over 100 market leading brands, across all industries, to an audience of 30 million decision makers worldwide through its multi-platform media of web products, magazines, exhibitions, conferences and industry awards. Reed Business Information identified a need to improve management of existing and new customer data flows.

With this in mind, Reed Business Information embarked on Project Katana, which introduced a new subscription management application, along with tighter, market-leading integration between this and other back-office applications.

Reed Business Information selected the Progress Sonic ESB product after deciding that it was the best solution on the market to integrate the mission-critical applications in the project. Project Katana has recently gone live with Progress Sonic ESB providing real-time integration and transformation between Reed Business Information's CRM, Finance and online entitlement system.

Mary Collerton, Corporate Solutions Director, Reed Business Information commented: "Project Katana's goal has been to improve the efficiency of the sales to fulfilment process, making it as smooth and seamless as possible. With the introduction of digital publishing, Reed Business Information has been through many changes over the past years and it's essential we have the best technology in place to make things as efficient and effective as they can be; the Sonic ESB has helped this happen."

Dr. John Bates, chief technology officer of Progress Software commented: "We're proud that Reed Business Information selected the Sonic ESB to integrate and support robust, scalable and highly reliable services throughout their business. Through its use of Sonic ESB, Reed Business Information is well placed to rapidly and dynamically add new services and handle the explosion in data volumes that has resulted from technology-driven changes to the publishing industry."

About RBI

Reed Business Information UK brings over 100 market leading brands to an audience of 30 million decision makers worldwide through its multi-platform media of web products, magazines, exhibitions, conferences and industry awards. As part of the Reed Elsevier Group plc, a FTSE 100-listed company, we're a powerful player in the publishing industry and a leader in our field.

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 or +1-781-280-4000.

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