



Press Release

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Contact

Henry Wild, Director of Marketing and Sales SoftwareWired

Info@softwarewired-inc.com, www.softwarewired-inc.com

SAirGroup subsidiary Atraxis chooses SoftwareWired for Application integration and JMS Messaging for Wireless Devices

Pushing the next generation of Travel Services to Mobile Phones and PDAs

Atraxis, a fully owned subsidiary of the SAirGroup, is committed to take customer service applications to the mobile device. Busy professionals need to have the very best in terms of information services before during and after a relaxing flight. To do this requires seamless integration by Atraxis of its backend applications into a fully scalable distributed system extending to the customer's pocket device. Atraxis has a leading position in the use of Internet technology such as the recently announced online check in. This Java based application is available for Qualiflyer frequent flyer customers with a confirmed booking and carry-on baggage only to check in 24 hours in advance via the Internet. Atraxis is taking the next step to deliver information relevant to their clients anytime and any place.

A major innovation of Atraxis is axsExpert, an automated business solution product-line encompassing a set of products and modules for various business fields of the travel industry. The main benefits of axsExpert are:

- reducing manual tasks to a minimum by performing them automatically with consistently high quality

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- collecting, preparing and dispatching detailed data for all kinds of data mining activity (e.g. customer care, sales support)
- ensuring revenue optimization

The axExpert architecture is composed of many JMS abstraction layers between the business applications and the outside world, as well as between the different internal business services. Matteo Frapolli of Atraxis Advanced Services Division: "We looked at all the major JMS vendors and decided for iBus from Softwired primarily because of their ability to meet our needs in terms of product features and technology innovation. We also need the stability and very high performance offered by iBus//MessageBus, which is unique in the JMS field. But as we move forward the iBus//Mobile will play an ever more important role as we provide innovative services to our customers both on the ground and in the air."

Silvano Maffei, Chief Technology Officer of Softwired: " One of the challenging goals of axExpert is to have the ability to broadcast/receive information to/from any kind of device located on different kinds of networks (LAN, WAN, wireless, satellite). Our iBus//Mobile will give axExpert this ability in a very transparent way. They will not have to worry about new technologies such as GPRS and UMTS, nor will Atraxis have to be concerned with translation of messages to the form required by the user's mobile device. All this will be handled by iBus//Mobile."

"We are looking forward to work with Atraxis on using iBus//Mobile to create a completely new generation of customer support applications." Says Silvano Maffei, CTO at Softwired. "These applications will benefit directly from the ability to easily download Java code into mobile devices, the ease of development of applications in Java, the language of choice of the Internet age, but most importantly from the messaging persistence offered by iBus//Mobile which integrates these devices into corporate applications." He added: "Combine the abilities of iBus//Mobile with the fully scalable nature of the JMS infrastructure provided by iBus//MessageBus and iBus//MessageServer we have the messaging software for the most innovative and widespread applications on the planet and in the air."

Because iBus solutions are 100% Java, they run on any Java Virtual Machine (JVM) from the smallest configuration to the mighty Intel Itanium IA-64 processors. Not only does iBus software have the products that Atraxis needs, but they come with the support you would expect from a high-tech software company in Switzerland.

About Softwired



Softwarewired, based in Zurich, Switzerland is the leading supplier of highly scalable JMS technology for Intranets, ExtraNets and Internet and end-to-end wireless/embedded solutions. Customers include such leading organizations as UBS, the US Air Force, CMGI Solutions, Xerox Corporation, Atraxis, Northrup Grumman and LivePerson. iBus is used in a wide variety of applications from financial trading, telecommunications systems management, document distribution to the management of customer support sessions.

Softwarewired is a privately held, venture capital funded company which can be contacted at info@softwarewired-inc.com, +41 1 445 23 70 or on the web at: <http://www.softwarewired-inc.com>.

About Atraxis Group

Atraxis is a leading provider of comprehensive IT solutions for the airline, airport, travel and transport industries and a fully owned subsidiary of the SAirGroup. More than 2,000 employees around the globe develop, maintain and integrate tailor-made and forward-looking systems and solutions for the SAirGroup, almost all Qualifyer Group members, a further 60 airlines and 40 airports. Please see www.atraxis.com for further information about Atraxis Group.