



WebLayers 2007 Revenue up 400%; Company Forecasts Tremendous Growth as 2008 Becomes 'The Year of Policy'

SOA Governance Market Recognizing Need to Start with Policy Management in Design-Time

CAMBRIDGE, MA - January 16, 2008 - WebLayers™ Inc., the market leader for automated Service Oriented Architecture (SOA) governance, announced today that the company has just closed out a record year in revenue growth, customer acquisition, customer deployments, partnerships and product leadership. Over the past year, WebLayers experienced tremendous growth as the SOA governance market has begun to enter mainstream adoption and buyers recognized that the earlier in the lifecycle you begin to govern, the more successful the outcome.

Milestones WebLayers achieved in 2007 include:

- Revenue grew more than 400% over 2006;
- Marquee list of new customers including Aetna, BAE Systems, Bank of Montreal, Blue Cross Blue Shield, Discover Financial Services, GE Money, GE Energy, LabCorp, Merrill Lynch, Nationwide Insurance, and many others;
- Forging new revenue-producing partnerships with IBM, Oracle and BEA;
- Being recognized by Gartner group as the leading visionary in the research firm's first-ever Magic Quadrant on Integrated SOA Governance; and
- Increasing its average selling price 140 percent over 2006 levels.

Anne Thomas Manes, Vice President at research firm Burton Group, believes that 2008 will be a tipping point for policy management – the year in which organizations recognize that design-time policy management is the foundation for SOA governance. “Real SOA governance starts with policy management in design time, and then continues on through deployment,” said Manes. “Without policies, you cannot govern. High profile SOA failures are often the result of failed governance. Instituting governance early in the lifecycle – in design time – consistently pays off in the form of shorter development cycles and better asset reusability. We recommend design-time governance as a best practice for our clients.”

WebLayers customers report measurable impact from taking this approach. For example:

- By automating governance through policy management with WebLayers, customer Thomson Corporation was able to re-deploy 19 of the 20 architects that were tasked with manual governance reviews.
- By beginning its governance efforts in design-time with WebLayers, a large consumer finance organization estimates that its development cycles are 15 percent shorter, and there are 1.5x fewer rework cycles overall. By automating the enforcement of architectural standards consistently from project inception, costly rework is greatly reduced.



Gregg Bjork, CEO of WebLayers, noted that WebLayers was the first vendor to offer a design-time solution for SOA governance. "Our approach to solving the challenges of SOA governance is very different from other vendors," said Bjork. "Companies who are serious about governance immediately see the difference, and that's lead to a fantastic win rate for WebLayers – topping 90 percent of deals we compete in."

"2008 is shaping up to be an even better year for WebLayers in terms of revenue and market share growth," added Bjork. "Our existing customers have been tremendous advocates for us. We appreciate their trust and support, and are honored to be playing a part in what is often a critical and certainly high profile IT initiative for each and every one of them."