

PRESS RELEASE

Australian Software Developer Scores Major Export Wins in Asia



Melbourne, 12th April 2007: Victorian head-quartered software company, eB2Bcom, has just scored its seventh major identity and access management sale into ASEAN markets, positioning it to be Australia's leading independent exporter of identity and access management solutions and consulting expertise.

Andrew Ferguson, eB2Bcom's Director leading its ASEAN drive said "This latest sale is to Singapore Defence and includes the first export and implementation of our Australian-developed View500 XML Discovery Server. The technology advantages of View500 have created this sale, beating entrenched international suppliers whose products could not meet the demanding requirements."

Asian government, defence, homeland security agencies, and the health, finance and banking sectors are eB2Bcom's main targets in these markets. eB2Bcom has established an office in Singapore to service the company's ASEAN clients and is now expanding into China, Japan, Taiwan and India.

"This is a wonderful example of targeted exporting of Australian-developed technology," Bob White (pictured) CEO of eB2Bcom said. "We have worked hard and invested heavily in R&D to continue the development of technologies designed to target specific government, defence and high security requirements. Furthermore, our modular and low risk approach to identity and access management implementations has been proven to be very attractive to international customers; this is often in stark contrast to our home markets where the single vendor, top down, higher risk, "big bang" approach is more prevalent.

David Rolls, Executive Chairman of eB2Bcom, said that eB2Bcom's strategy in a highly competitive market is to focus on sectors where View500's technical advantages and differentiation can't be matched by the large international vendors. These include Component Matching; XML Object storage, search and retrieval; machinery of Government changes; Deep DIT (Deep Information Trees) representing the real organisational chart structure which is particularly useful for Defence and Government agencies; high speed approximate matching including synonym, acronym and phonetic searching; role based access control to individual attributes; strong authentication; and support for PKI matching rules.

About eB2Bcom

eB2Bcom is an innovative Australian-owned company specialising in the development, distribution, implementation, reselling and support of best-of-breed products for Directories, Identity Management, Secure Messaging, and IT security solutions for the Government, Defence, Homeland Security, eHealth and Corporate sectors. The company was founded in 1996 and has operations in Melbourne, Sydney, Canberra, Brisbane, Singapore, and Kuala Lumpur

For more information, visit the eB2Bcom web site at www.eb2bcom.com

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