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Progress Software Unveils Interactive Reality E-Novel:

Follow National Networks' quest for data interoperability within its SOA; contribute and interact with experts

BEDFORD, Mass.--(BUSINESS WIRE)--Mar. 17, 2009-- In a six chapter 'e-novel' entitled The [Semantic Dialogues](#), [Progress Software](#) [NASDAQ: PRGS] chronicles the trials and tribulations of a fictional communications service provider in its quest for [data interoperability](#).

The stakes are high, but the tension between IT and business is even higher. How will the IT and business teams address each other's demands, hurdling personality conflicts and bridging the gap of many experts' opinions? Considering the financial and time commitments of available solutions, what are the best practices the team should follow? Will customers be lost, and how will other risks be mitigated? Finally, once the initiative is completed, what will the long-term effects be?

Progress Software invites Communication Service Providers to [follow the dialogue](#) and [join the conversation](#) at <http://www.psdn.com/library/forum.jspa?forumID=125>. Log in and offer suggestions or post questions for the experts to address throughout the initiative.

The Background

Setting the scene of a data problem that's been overcome, the [prologue](#) showcases a quick and easy fix to an IT glitch. The subsequent chapters take a look back at how National Networks achieved this, propelling the reader into the heated dialogues of the previous year and throughout a roller coaster ride of issues resulting from data silos. From conflicts of varying IT and business demands, to personality differences and ego trips, the first three chapters provide a glimpse into a company's battles with data problems.

Chapter one, "[Day One, a Year Earlier](#)," dives into the depths of the data problems and the overshadowing challenges presented by a Board convinced that IT is "a blocker of all progress." Through a series of close encounters, Mick Dundon, Executive Director, Data & Integration Solutions, emerges heroically, elevating IT's reputation to "enabler of company success" with the help of the Data Architecture team. With a short-term solution in place, the team then faces tough goals and a tight budget, narrated in chapter two, "[The Data Architecture Dialogues](#)."

During this grueling decision-making process, personality conflicts pique and egos clash. Sanjiev Bhakta, Enterprise Architect and Fellow, Office of the CIO, exacerbates an already-tense situation by inflicting his IT-focused stipulations on the project. In chapter three, "[The Enterprise Architecture Dialogue](#)," Sanjiev details the current SOA implementation and demands a data integration tool, refuting the business-focused requirements put forth by Jerry Aims, Business Systems Analyst.

To follow the entire six-chapter Semantic Dialogues e-novel, go to: <http://www.progress.com/web/global/semantic-dialogues/index.ssp>

The Cast

Mick Dundon, Executive Director, Data & Integration Solutions: The visionary. Mick understands the value of uniting business and IT demands, building an infrastructure that fulfills the expectations of all involved.

Sanjiev Bhakta, Enterprise Architect and Fellow, Office of the CIO: The IT egomaniac. He believes that enterprise architecture is the only solution, and he takes a hard line on forcing it into the enterprise. His narrow IT focus manifests a mentality that all that's needed is to complete the architecture with a data strategy.

Jerry Aims, Business Systems Analyst: The business proponent. Jerry is focused on the business users' perspective, and proposes radical changes to the way National Networks uses applications to better serve the employees in the short term.

Read about all the characters here: <http://www.progress.com/web/global/semantic-dialogues/meet-the-characters/index.ssp>

About Progress Software Corporation

Progress Software Corporation (NASDAQ: PRGS) provides application infrastructure software for the development, deployment, integration and management of business applications. Our goal is to maximize the benefits of information technology while minimizing its complexity and total cost of ownership. Progress can be reached at www.progress.com or +1-781-280-4000.

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