



June 23, 2008

DataDirect Technologies to Deliver Keynote at Premiere Data Services Event

Standards-Based Data Access Leader to Share Best Practices, Technologies and Patterns for Utilizing Enterprise Data at DataServices World

BEDFORD, Mass. & NEW YORK--(BUSINESS WIRE)--June 23, 2008--DataDirect Technologies, the unparalleled leader in data connectivity and mainframe integration and an operating company of Progress Software Corporation (NASDAQ: PRGS), will present *Frontiers in Data Access: The Coming Wave in Data Services*, at the first-ever DataServices World, co-located with the 13th Annual International SOA World Conference and Expo 2008, June 24 at the historic Roosevelt Hotel in New York City.

DataServices World brings together experts in databases, data warehousing, business intelligence, enterprise computing and Internet computing to discuss new architecture considerations and technologies for accessing, integrating and processing data from multiple sources while guaranteeing security and scalability. As more organizations implement service-oriented architectures (SOA) they find themselves with a multitude of business services which need to access enterprise data. Too often, data access is an overlooked aspect of building a SOA until the number of applications and services accessing the data become too difficult to manage using tightly coupled connections. The concept of data services is emerging as an approach for addressing data challenges in SOA and a critical component of successful SOA initiatives.

Data services enhance flexibility and simplify application development by providing a consistent mechanism for accessing, integrating and updating enterprise data, regardless of where it is stored. For more than 20 years, DataDirect Technologies has provided software architects with premium data access middleware to connect business-critical applications to a wide range of data sources using standards-based interfaces such as ODBC, JDBC, ADO.NET, XQuery and SOAP. With its deep roots in data access for application developers and the acquisition of Xcalia, a leader in the development and adoption of the Service Data Objects (SDO) and Data Access Service (DAS) standards, the company is uniquely positioned to answer growing market demand for platform-independent data access to heterogeneous data within SOAs.

In the keynote presentation, *Frontiers in Data Access: The Coming Wave in Data Services*, John Goodson, vice president and general manager of DataDirect Technologies will examine the data access challenges presented by today's architectural approaches and highlight the coming technologies that will increase flexibility and scalability in SOAs. The presentation will offer technical insight and valuable advice for enterprise, system and data architects as well as application developers and managers.

The value of SOA is reuse and agility, but without flexibility at the data tier the value quickly erodes,' said John Goodson, vice president and general manager of DataDirect Technologies. Our customers routinely ask us for insight on how to improve the scalability and flexibility of their data access strategies. I'm delighted to be a part of DataServices World and to share some of the trends that we're seeing in the market. It's an exciting time in the evolution of data access and it's important that architects understand the changing landscape.

John Goodson will also participate in the power panel discussion, *The Importance of Middleware and Data Services*. DataDirect Technologies joins industry experts and executives from iWay Software, EnterpriseDB, CareFirst Blue Cross Blue Shield, Sun Microsystems and Morgan Stanley to discuss the role of databases and database technology trends that enhance SOA and Web development. The panel will also weigh-in on preferred solutions for architecture and middleware to enable applications and services to access data from SQL and other data sources.

DataDirect Technologies' Senior XML Program Manager, Carlo Innocenti will contribute to the interactive session, *Data Access and Data Services Workshop* focused on data access and data services issues, problems and solutions. Innocenti will be joined by experts from BEA, Whitemarsh Information Systems Corporation and Microsoft to engage the audience using live walk-through examples and a question and answer session.

DataDirect Technologies at SOA World Conference & Expo
Presentation: *Frontiers in Data Access: The Coming Wave in Data Services*
Time: 11:00 a.m.
Track: 5 DataServices World
Session: 4

Power Panel: The Importance of Middleware and Data Services

Time: 4:00 p.m.

Track: 5 DataServices World

Session: 9

Presentation: Data Access and Data Services Workshop

Time: 5:10 p.m.

Track: 5 DataServices World

Session: 10

About DataDirect Technologies

DataDirect Technologies is the software industry's only comprehensive provider of software for connecting the world's most critical business applications to data and services, running on any platform, using proven and emerging standards.

Developers worldwide depend on DataDirect® products to connect their applications to an unparalleled range of data sources using standards-based interfaces such as ODBC, JDBC™ and ADO.NET, XQuery and SOAP. More than 300 leading independent software vendors and thousands of enterprises rely on DataDirect Technologies to simplify and streamline data connectivity for distributed systems and to reduce the complexity of mainframe integration. DataDirect Technologies is an operating unit of Progress Software Corporation (Nasdaq: PRGS). For more information, visit www.datadirect.com.

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