Influential modeling tool vendor strengthens position in the embedded software market

Creswick, Australia (April 2007) – A recent report commissioned by Venture Development Corporation (VDC), confirms Sparx Systems' position as an influential player in the Embedded Systems market. The report notes that to retain market-share, "other vendors will have to keep pace" with Sparx Systems.

The *Embedded System Design Automation and Simulation Tools* report, analyzes global trends in design automation and modeling tools for embedded software. Included in the report was Sparx Systems' flagship UML modeling tool, Enterprise Architect. Recognizing Enterprise Architect as a market leading solution, and the high rate of adoption of Sparx tools, VDC notes the company has become "a disruptive force within the market." The report suggests that Enterprise Architect's well rounded feature-set and low price-point will exert pressure on other vendors "as manufacturers continue to look for ways to cost-effectively manage the product development cycle and develop increasingly complex embedded software and systems."

Enterprise Architect is now widely deployed in the embedded domain with a rapidly expanding user base. CEO and founder of Sparx Systems, Geoffrey Sparks observes, "Our growth in the embedded market has been paralleled by growth in our more traditional markets including the government, defense and finance sectors, and this validates our approach to building a truly universal tool set for software design and construction."

In part, Enterprise Architect's popularity within the embedded industry has resulted from Sparx Systems' established presence in the Japanese embedded market, which includes the consumer electronics, automotive and semiconductor sectors. It is also a consequence of Sparx Systems' successful penetration into the global corporate market, with well over half of the top 100 Forbes listed firms using high-volume licenses of Enterprise Architect.

Sparx Systems' Chief Technical Officer, Sam Mancarella, further points to the company's strong commitment to providing focused tools for real-time and embedded software modeling, with Sparx among the earliest adopters of the Systems Modeling Language (SysML). "With initiatives such as SysML fast becoming a de-facto standard within the industry, we see integrated modeling tool support for these standards as a 'must-have' for Systems Engineers today." Sparx Systems released dedicated support for SysML under its Model Driven Generation (MDG) suite of products for Enterprise Architect.

VDC's findings reflect another strong year of growth for Sparx Systems, marked by winning a 2006 Jolt productivity award and exceeding 100,000 licensed Enterprise Architect users. Mancarella notes, "Our successes in the embedded market, and VDC's acknowledgements, reflect an ongoing research and development effort that has created a world-class design tool in Enterprise Architect".

About VDC:
VDC is a technology market research and strategy firm. The company was founded in 1971 by graduates of the Harvard Business School and the Massachusetts Institute of Technology. VDC has over 30 years of experience in providing market research, strategic analysis and consulting services to technology companies worldwide; please visit www.vdc-corp.com

About Sparx Systems:
Sparx Systems (www.sparxsystems.com) is a software development company specializing in high performance, highly productive and scalable visual tools for the planning, design and construction of software intensive systems.

With customers in industries ranging from aerospace and automotive engineering to finance, defense, government, entertainment and telecommunications, Sparx Systems is a leading vendor of innovative solutions based on the Unified Modeling Language (UML) and its related specifications. A Contributing Member of the Object Management Group (OMG), Sparx Systems is committed to realizing the potential of model-driven development based on open standards.

The company's flagship product, Enterprise Architect, has received numerous accolades since its commercial release in August, 2000. Now at version 6.5, Enterprise Architect is the design tool of choice for over 100,000 registered users in more than 60 countries world wide.

~30~

Enquiries: marketing@sparxsystems.com
Web Site: http://www.sparxsystems.com

Keywords:
Embedded Systems, Embedded System Design, Simulation Tools, UML modeling tool, software design, real-time software modeling, embedded software modeling, SysML, UML, UML 2.1