Sparx Systems launches New Zealand sister company

The establishment of Sparx Systems' latest sister company strengthens New Zealand's Enterprise Architect user community.

Creswick, Australia – August 20, 2008 – Sparx Systems (www.sparxsystems.com), a leading provider of tools based on UML and its related specifications, today announced the launch of a new sister company in New Zealand.

Sparx Systems New Zealand will satisfy the growing needs of New Zealand's software and business community by providing regional support and a distribution base for Sparx Systems' premier modeling platform, Enterprise Architect and its related products. This development complements Sparx Systems' role as an influential, world wide vendor of high performance visual modeling tools, with a customer base spanning over 130 countries. Sparx Systems New Zealand will join sister companies already established in Central Europe, South America, China and Japan.

According to Sparx Systems Business Development Manager for Asia Pacific, Ken Harkin, "The establishment of Sparx Systems New Zealand assures New Zealand government and industry communities of a local presence, which understands and supports their unique business needs. This is a natural development given the popularity of Enterprise Architect in the region."

Managing Director of Sparx Systems New Zealand, Bryce Day, indicated that he and the team are "excited about the opportunity to enhance the relationship with these customers by adding additional value to their businesses." He explained that "Sparx Systems New Zealand will be providing local support to the growing number of New Zealand organisations selecting Enterprise Architect as their business and IT modeling tool of choice and will be working closely with all existing New Zealand partners."

Of immediate benefit to New Zealand's Enterprise Architect user community, is the founding of the New Zealand Enterprise Architect User Group (EAUG) – an open forum that encourages participation by local and international Enterprise Architect users. According to Bryce Day, Managing Director of Sparx Systems New Zealand, The aim of the User Group is to create more effective deployment of Enterprise Architect through shared knowledge and innovation among participants. The next meeting of the New Zealand EAUG is scheduled for October 9.

Sparx Systems New Zealand and details of the Enterprise Architect User Group are available from:
www.sparxsystems.co.nz

About Sparx Systems

Sparx Systems (www.sparxsystems.com) specializes in high performance and scalable visual modeling tools for planning, designing and constructing business, IT and software 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 7.1, Enterprise Architect is the design tool of choice for over 150,000 registered users in more than 130 countries world-wide.