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**Leading independent research firm cites Endeca
as a strong performer in Information-as-a-Service Report**

CAMBRIDGE, Mass. – March 27, 2008 – [Endeca Technologies, Inc.](#), an information access software company, today announced it was among a select group of companies that [Forrester Research](#), Inc. invited to participate in its January 2008 report, The Forrester Wave™: Information-as-a-Service, Q1 2008. In the report Forrester cited Endeca as a strong performer based on its current offering, [the Endeca Information Access Platform](#) (IAP), as well as company strategy, and market presence.¹

According to Forrester, “today, the Information-as-a-Service (IaaS) software market overlaps several existing markets such as data integration, data replication, data availability, enterprise search, real-time business analytics, and application development tools.” The report adds, “IaaS is evolving as a separate market and promises to be bigger than the combined EII, EAI, and replication market.”

The comprehensive report evaluated nine vendors competing in this market today. More information about the report and related research is available [here](#).

“Endeca has always sought to blend familiar features and functionality from the business intelligence, database and search worlds, while offering benefits not possible with any these individual technologies,” said Steve Papa, chief executive officer of Endeca. “The IaaS market is just now taking shape, and the potential is huge. Our goal is to provide the flexible infrastructure to meet this growing demand and help businesses capitalize on their valuable – but often siloed – information assets to help inform the daily decision making of their customers, employees and partners.”

According to Forrester, “enterprise architects and information architects face increasingly difficult data integration issues, especially when supporting very large and complex applications...IaaS not only addresses data integration and data management challenges; it also provides a more flexible architecture to support a broader range of use cases. For example, IaaS can support multiple requirements, including providing a “single version of the truth,” enabling enterprise-wide search, supporting very large and scalable applications, performing real-time business analytics, providing real-time data quality, and integrating structured and unstructured data. IaaS is the next-generation architecture for data that will ultimately benefit all enterprises.”

¹ The Forrester Wave™: Information-as-a-Service, Q1 2008, Forrester Research Inc., January 23, 2008

The Endeca Information Access Platform gives organizations new ways to unite disparate data and content, while offering users new abilities to explore, analyze and act on this information. These advanced capabilities, which include Guided Navigation, analytics, search, visualization, geospatial filtering and more, help workers, customers and partners inform daily decision making by presenting related information in context, in ways that would be impossible with traditional search, database and business intelligence technology. As a result, organizations can unlock latent value of current information investments (enterprise applications, enterprise and Web content management systems, relational databases, BI and data warehousing, etc.) and rapidly deploy new classes of intuitive information access applications to a wide audience of users.

About Endeca

Endeca's innovative information access software helps people explore, analyze, and understand complex information, guiding them to unexpected insights and better decisions. The Endeca Information Access Platform, built around a new class of access-optimized database, powers applications that combine the ease of searching and browsing with the analytical power of business intelligence. More than 500 leading global organizations including ABN AMRO, Boeing, Cox Newspapers, the (US) Defense Intelligence Agency, Dell, Ford Motor Company, Hyatt, IBM, John Deere, the Library of Congress, Texas Instruments, and Walmart.com rely on Endeca to power business-critical applications that increase revenue, reduce costs, and streamline operations.

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