

**FOR IMMEDIATE RELEASE:**



**Endeca names enterprise software veteran Jeff Murphy  
as senior vice president of sales**

**CAMBRIDGE, Mass. – April 14, 2008 – [Endeca Technologies, Inc.](#)**, an information access software company, today announced the appointment of Jeff Murphy to senior vice president of sales.

“Jeff is a proven enterprise software sales leader and brings both public and private company experience in high growth organizations that redefined their markets, created major new categories and successfully grew their presence in Endeca’s key vertical markets,” said Steve Papa, CEO of Endeca. “Having recently surpassed the \$100 million annual revenue mark, Endeca now has its sights set on \$500 million and beyond. Jeff will play a key role as we accelerate our vertical go-to-market strategy and transform the way organizations create information visibility to inform daily decision making.”

Prior to Endeca, Murphy held numerous sales leadership roles at companies such as SAP, Oracle, Storage Networks, and Yantra. At Yantra, Murphy was the executive vice president of sales and services and led a team that doubled annual revenue and spearheaded the company’s successful efforts to create the synchronized order fulfillment category in the retail industry. At Storage Networks, he was the senior vice president of sales leading the company from its pre-customer stage to more than \$120 million in recurring revenue and its successful IPO. During his tenure at SAP throughout the 1990s, Murphy spearheaded key industry verticals and was one of the top six sales executives of SAP America leading a team responsible for more than \$400 million in annual sales. Prior to SAP, Murphy was part of the Oracle sales team during Oracle’s emergence as the world’s RDBMS standard.

“Endeca’s market opportunity is rare in that it spans several multi-billion dollar software markets – enterprise search, business intelligence, and databases. This is a very exciting time to be part of Endeca’s evolution and the broader market opportunity around information visibility,” said Jeff Murphy. “I am enthusiastic about Endeca’s potential and look forward to leveraging my past experiences as we redefine the software landscape.”

**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.

Headquartered in Cambridge, Mass., Endeca has operations in North America, Europe, and Australia. For more information: [endeca.com](http://endeca.com) or [info@endeca.com](mailto:info@endeca.com).

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