

**FOR IMMEDIATE RELEASE:**

**Endeca invests in customer and partner success  
with new eLearning program**

*New online 24 x7 offerings latest in series of new education investments*

**CAMBRIDGE, Mass. – July 14, 2008 – [Endeca Technologies, Inc.](#)**, an information access software company, today announced a new eLearning program designed to offer customers and partners with flexible, 24x7 access to additional topics from Endeca Education Services' comprehensive, interactive curriculum. The eLearning program supplements Endeca Education Services regional, localized and virtual classroom curriculum offered by Endeca training centers across the globe. The eLearning program is the latest in a series of new educational investments designed to give partners and customers the tools, experience, and best practices necessary to get maximum value from their strategic use of Endeca's platform and solutions.

The inaugural elearning courses will focus on Endeca Web Studio, Endeca's management tool suite designed for business users. Two to three new eLearning courses covering a wide variety of capabilities and best practices will be introduced each quarter. For example, Endeca's new Merchandising Workbench ([see related news](#)) will be unveiled later in the Summer. All courses are available online through [www.endeca.com/education](http://www.endeca.com/education) for Endeca customers and partners to access.

"Endeca is dedicated to ensuring its customers are realizing the maximum value with the lowest possible cost for their Endeca applications," said Mark Riggs, senior vice president of Worldwide Customer Solutions at Endeca. "By developing top quality training courses based on customer demand and feedback, Endeca empowers customers – business users, developers and IT -- to become increasingly self-sufficient and proficient with this powerful technology."

In 2008, Endeca opened new state of the art training facilities in Chicago, San Mateo and London, complementing the company's classrooms and training facilities in Cambridge, Massachusetts. These regional training hubs ensure that customers have public training classes available when they need them while minimizing travel requirements. Endeca Education Services also unveiled the Endeca Partner FastTrack program, designed exclusively for Endeca's growing partner network. To date, nearly 200 developers and architects from the world's premier systems integrators have been accredited on the Endeca platform through the Partner FastTrack program.

"The key to training success is user adoption. By having a blended learning approach, we allow our customers the ability to choose which delivery method best suits their needs, while remaining well ahead of the curve," said Natasa Koledin, vice president of Worldwide Education at Endeca. "eLearning rounds out our delivery methods and empowers Endeca owners and partners with the information access market's most

advanced and flexible education program. Elearning has become a distinct competitive advantage for Endeca, as well as our customers and partners.””

**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, Asia and Australia. For more information: [endeca.com](http://endeca.com) or [info@endeca.com](mailto:info@endeca.com).

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