



## NEWS RELEASE

### **New Enterprise Application Development Platform Accelerates Time to Market for Technology Start-Ups and Internal Development Teams**

*Athiva from Aeturnum Cuts Development Time and Costs by 40 to 70%*

**Westford, MA, July 14, 2008** - Aeturnum, Inc. ([www.aeturnum.com](http://www.aeturnum.com)) an emerging provider of IT consulting and software product development services, today announced the launch and general availability of Athiva, a new software platform that dramatically reduces the time and cost associated with developing, deploying and maintaining enterprise software applications and products.

Athiva is an enterprise level development platform that leverages ready-to-use and highly customizable business application services commonly used in enterprise software products. With Athiva, users can shorten the development lifecycle of any enterprise application or product by *40% to 70%*. Aeturnum is targeting Athiva at early-stage software product companies and internal IT organizations that depend on efficient development processes to operate their businesses and compete effectively.

Argosy Publishing ([www.argosypublishing.com/](http://www.argosypublishing.com/)), a Massachusetts-based provider of interactive content for the publishing industry has used Athiva to develop the first phase of its product, 'Visible Body' ([www.visiblebody.com](http://www.visiblebody.com)). The company cut its development time and costs by over 50% using the platform for its internal software development efforts. (For further information on Argosy Publishing's Athiva™ utilization, please click [here](#)).

“Using Athiva, we were able to offer a plethora of features in version 1.0 of our product within a period of just two months,” said Andrew Bowditch, CEO of Argosy. “Without it, it would have taken us at least seven months to complete that same development work. The platform is very comprehensive, easy to use and highly compatible with our technology environment.”

Most early-stage companies and IT organizations engaged in software product or application development expend an inordinate number of cycles and precious capital developing common

services and business logic. This slows their time to market and dilutes their efforts to innovate and differentiate their software products around their core intellectual property. Athiva eliminates the need to develop common business services from scratch, or to integrate disparate business services to form a common interoperable services layer. As a result, development teams can dramatically accelerate development time and focus on their organizations' core intellectual property and unique differentiation.

The Athiva platform provides a flexible architecture that incorporates best practices in application development and combines common services and business logic that are specific to a product, enterprise application or IT organization. Using a layered approach, the platform reduces redundancy by maximizing the re-use of these common services through a host of different modules that are easily customized to support the unique needs of different businesses and users. Athiva is available in both J2EE and .NET and is fully compatible with all widely used technology stacks and supports all major databases including MySQL, Oracle, MS SQL Server and DB2. It includes the business application services and logic that are common to most software products and enterprise applications, including:

- Access Management
- Identity and Security Management
- Electronic Presentment and Payment
- Reporting
- Business Intelligence (BI)
- Workflow Management
- Hierarchy Management

“Athiva provides the core foundation for robust and efficient product and enterprise application development,” said Dhanushyantha Hettiarachchi (Hetti), Aeturnum’s chief technology officer. “Users can rapidly develop and deploy the base modules common to most software products and quickly add new features through easily customizable API’s. For software companies and resource-constrained internal IT groups, Athiva can dramatically streamline the development process and provide unprecedented support to their ongoing development initiatives.”

### **About Aeturnum**

Aeturnum, founded in 2001, is a leading provider of enterprise application development services and solutions with offices in Westford, MA and an R & D center in Colombo, Sri Lanka. The company provides IT consulting, solutions and services, including systems integration, information systems outsourcing, software application development, maintenance and R & D

services to major Fortune 500 and funded technology startup companies. More information is available at [www.aeturnum.com](http://www.aeturnum.com).

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**Contact:**

Rajat Bhakhri  
Aeturnum, Inc.  
508-740-8245

[rbhakhri@aeturnum.com](mailto:rbhakhri@aeturnum.com)