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## Application enables optimal product planning and delivery.

Posted on Tuesday, April 25, 2006 8:08:29 AM EDT

### Accept Software Unveils Industry-First, Business Analytics-Based System for Optimal, Profitable Product Planning and Delivery

Accept 360(TM) business analytics-based system correlates all variables related to product planning and delivery, enabling companies to chart realistic, fact-based plans that increase probability of commercial success. With one collaborative system, application enables organizations to centrally manage complex product portfolios, roadmaps, and requirements. It also allows users to map all planning issues, in real-time, that accurately reflect company's strategic plans and objectives.

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BEA Systems Among Product Innovators Adopting Accept 360 to Optimize the Product Development Lifecycle; Single Collaborative System Correlates Real-Time Market Data, Competitive Dynamics, and Customer Requirements to Drive Commercially Successful Products

FREMONT, Calif., March 27 / -- Accept Software (TM) Corporation, a leading provider of product planning and delivery solutions, today announced the first business analytics-based system that correlates all

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variables related to product planning and delivery, enabling companies to chart realistic, fact-based plans that increase the product's probability of commercial success. The Accept 360(TM) application enables organizations to centrally manage -- in a single, collaborative system -- complex product portfolios, roadmaps and requirements, and allows users to map all planning issues, in real time, that accurately reflect the company's strategic plans and objectives.



Accept 360 considers and systematically calculates the importance of all decision factors -- such as strategic objectives, market requirements, customer preferences and commitments, and competitive dynamics -- to help companies make the most informed product planning and delivery decisions. Based on a single, real-time information repository, Accept 360's highly collaborative solution eliminates inefficiencies associated with the traditional decentralized collection of spreadsheets, presentations, e-mails, market data, analyst reports, and technical documents that companies typically rely on for product planning and development.

"With a geographically dispersed product organization, we needed a single system that would provide us a centralized view of our product development lifecycle," said John Giubileo, senior vice president of product operations for BEA Systems. "In addition to providing a real-time collaborative environment across our existing organization, Accept 360 will also play an important role for BEA as we continue to expand our product portfolio into new markets by driving common process and procedure."

Easily accessible via a Web browser and personalized for each user, Accept 360 enables all stakeholders across the organization to contribute to strategic, informed product-planning decisions. Executives, product planners, and product development teams can work collaboratively -- regardless of their location -- to define market and product strategies and translate them into detailed portfolio, platform and product plans. More accurate decision making ultimately results in products that deliver increased revenue, higher margins, and greater customer satisfaction.

"Accept offers one of the strongest solutions in the market, providing quantifiable validation and business intelligence to enable us to do powerful 'what if' analysis -- ultimately resulting in an optimized plan for bringing products to market," said Scott Rose, vice president of product management and marketing for PANTA Systems. "As an emerging technology provider in the

highly competitive x86 systems space, we can't afford to make mistakes during product development. Accept 360 significantly improves the product planning process, virtually eliminating the need to rely on 'gut' decisions. Accept 360 lays out the best options to deliver the most cost-effective product that reflects market and customer demand."

"The rapid adoption of Accept 360 by leading product-development innovators -- from large enterprises to small businesses -- testifies to the system's ability to map critical information from widely disparate sources and bring a quantum improvement to product planning and delivery," said James Davies, CEO of Accept Software.

#### Pricing and Availability

Accept 360 is a single application, using a single database, and presenting all users the same intuitive interface. Built on J2EE (TM) technology and a services-oriented architecture, Accept 360 is available as a secure, on-demand solution or installed within a customer-hosted environment. Customers can begin using the on-demand version for as little as \$65 US per user per month. Accept 360 is available now. For more information, contact [sales@acceptsoftware.com](mailto:sales@acceptsoftware.com).

#### About Accept Software Corporation

Accept Software Corporation provides the leading solution for enterprise-class product planning and delivery in its Accept 360 application suite. Regardless of the size of an organization or the complexity of its products or markets, Accept Software helps customers bring better products to market faster. Privately held, Accept Software is headquartered in Fremont, California and serves a growing customer base that includes Actuate, Aspect Software, Chancery Software, Convergys, Mercury Interactive, PANTA Systems, and PDF Solutions. For more information, visit <http://www.acceptsoftware.com/>.

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