



● Applimation and Sierra Atlantic Announce Worldwide Enterprise Data Management Program for Oracle Process Manufacturing

Fremont, CA and Chicago, IL (May 30, 2007) – Sierra Atlantic, www.SierraAtlantic.com, a leader in business process-based integration and enterprise application optimization, and Applimation, www.applimation.com, a leading provider of enterprise data management solutions for packaged and custom applications, today announced a global strategic partnership to provide the industry with a data management archiving solution that supports Oracle® Process Manufacturing (OPM). Applimation extends its data archiving functionality to OPM customers and Sierra Atlantic becomes its global implementation partner.

“Oracle’s Process Manufacturing customers, like most Oracle e-business customers, have experienced exponential transaction data growth over the years,” said Bob Markese, Chief Executive Officer for Applimation. “Now they can control this data growth with an end-to-end enterprise data management solution. As an industry leader in process manufacturing applications, Sierra Atlantic is the best choice to successfully deliver our data archiving solution to OPM users.”

Oracle Process Manufacturing is an end-to-end enterprise application that automates the entire production cycle for process-based manufacturing. Examples of products that are created using process manufacturing include: metals, pharmaceuticals, chemicals, paint, food and beverages. Sierra Atlantic has been involved with Oracle Process Manufacturing for several years. They are one of Oracle’s leading development partners and an Oracle Certified Partner in the Oracle PartnerNetwork. The company is a recognized industry leader in business and technology consulting for process manufacturing applications, with more than 750 satisfied customers since beginning operations in 1993.

Applimation’s Informia Archive provides packaged templates for OPM’s key high transaction modules, offers archiving for customizations and a single engine for both on-line and long-term data retention of structured and unstructured data such as recipes and formulations.

“Our strategy is to continue offering our customers ‘best in class’ products and services while expanding our technology offerings,” said GK Murthy, SVP Enterprise Solutions Sierra Atlantic. “The collective expertise of Applimation’s Informia Archive solution and Sierra Atlantic’s services will be of great value to the process manufacturing industry as more and more companies are in need of solutions to reduce storage costs, improve system performance and simplify regulatory compliance.”

“We selected Applimation to purge old financial data that has degraded performance of our Oracle E-Business Suite,” explains Chris Nail, Director of Global Financial Systems for PPG Industries. “With Applimation Informia, our data is archived and our users can still access the archived historical data, and eventually we can retire that data in XML. We are pleased to hear that Applimation both has extended its Informia offering to include Oracle’s Process Manufacturing modules and is working closely with Sierra Atlantic, another one of PPG’s valued partners.”



● **About Sierra Atlantic**

Sierra Atlantic is a leader in offshoring enterprise applications, helping our customers optimize their investments in enterprise business applications – ERP, CRM and SCM – from leading vendors such as Agile, Oracle and SAP. With expertise derived from deep R&D relationships with enterprise software leaders, we offer complete lifecycle e-business application management solutions – development, implementation, integration, upgrade and support – using our NShore™ methodology. We integrate these point solutions into Application Networks® that enable seamless business processes within and outside the enterprise. With over 750 highly satisfied customers since 1993, Sierra Atlantic is headquartered in Silicon Valley with offices in Boston, Chicago, Dallas, New York, Toronto, London, Paris, Switzerland, Dubai, India, Malaysia and Singapore. For more information, please visit <http://www.SierraAtlantic.com>.

● **About Applimation**

Applimation is a leading provider of enterprise data management solutions for packaged and custom applications across multiple database platforms. The Applimation Informia™ solution enables organizations to manage the growth of structured and unstructured data to achieve Information Lifecycle Management objectives, improve operational efficiency, reduce total cost of ownership and meet compliance requirements. For more information, visit www.applimation.com.