



SOFTECH 2006

IONA process

**Think Big.
Start Small.
Scale Fast.**



Making Software Work Together™



..at a glance

Customers include world's largest firms

- ❑ 80% of Global Telecom
- ❑ 70% of Financial Services in Global 100
- ❑ Blue Chip System Integrator Partners

Customers

Solid business with a history of profitable growth

- ❑ Founded in 1991
- ❑ Publicly traded since 1997
- ❑ \$50+ million cash on hand
- ❑ No debt

NASDAQ:IONA

Our Approach: Making Software Work Together™

- ❑ Deliver high performance integration software for mission critical applications
- ❑ Make heterogeneity an asset, not a liability
- ❑ Deliver on the value proposition of standards



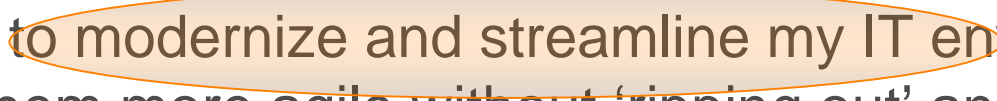
Standards

Worldwide presence

- ❑ EMEA HQ in Dublin, Ireland
- ❑ US HQ in Massachusetts
- ❑ APAC HQ in Tokyo, Japan



What Customers are Telling IONA

- “I invested significantly in software over the past 10 years and didn’t get my money’s worth. I require  on my existing and future IT assets and investments”
- “I need to offer my clients and customers new products and services while  driving down my annual IT operating costs”
- “I have to  modernize and streamline my IT environments to make them more agile without ‘ripping out’ and replacing my existing mission critical systems”



Market Trends

- › Powerful new computing model (SOA) maturing
- › SOA model requires a new software infrastructure

“By 2008, leading vendors will offer extensible platform technologies using ‘pluggable’ SOA-style design in their internal architecture” **Gartner**

“By 2008, kernel-style design will be the prevailing internal architecture of platform technologies...” **Gartner**

With Artix.....IONA has it NOW!

- › Open Source will be a major contributor to the required new SOA infrastructure

“View the Celtix announcement as a sign that IONA has recovered its vitality, its marketing creativity and its commitment to technology and business innovation.” **Gartner**

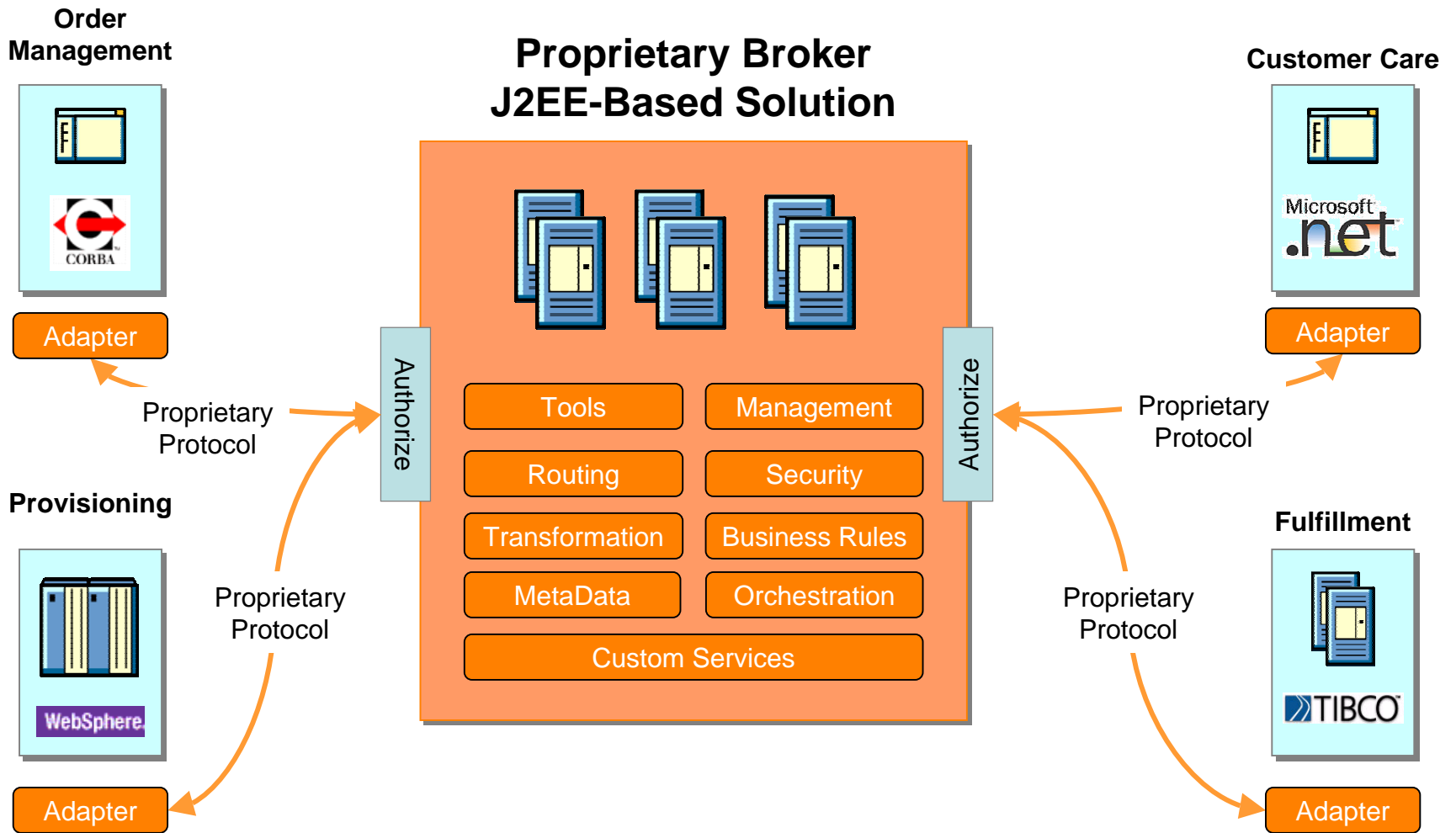


IONA Market Trends Vision

- › SOA
 - › Requires new software infrastructure approach taking advantage of the Web
- › Open source
 - › Compresses the cycle of innovation, standardization and commoditization
 - › Response to proprietary vendor lock-in
 - › Prime force of innovation in the market today
- › Convergence in key vertical markets
 - › Telecommunications, financial services, and government
 - › Use information technology to achieve strategic advantage

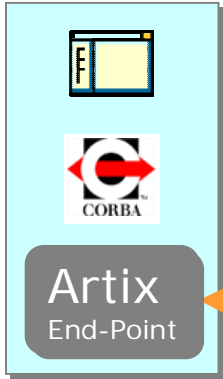


Old Server-Centric, Hub-Based Solution



Fully Distributed Approach

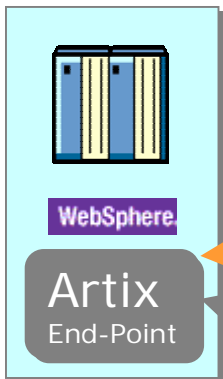
Order Management



Customer Care



Provisioning



Fulfillment



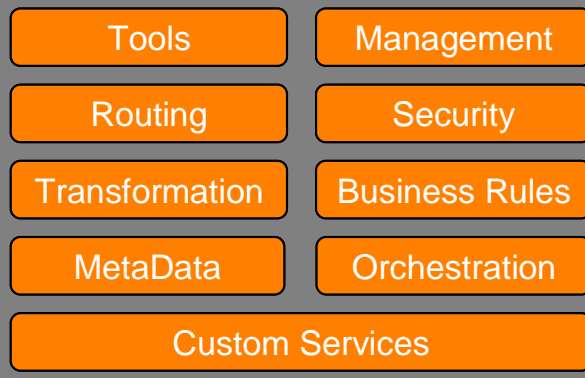
Standard Protocol

Standard Protocol

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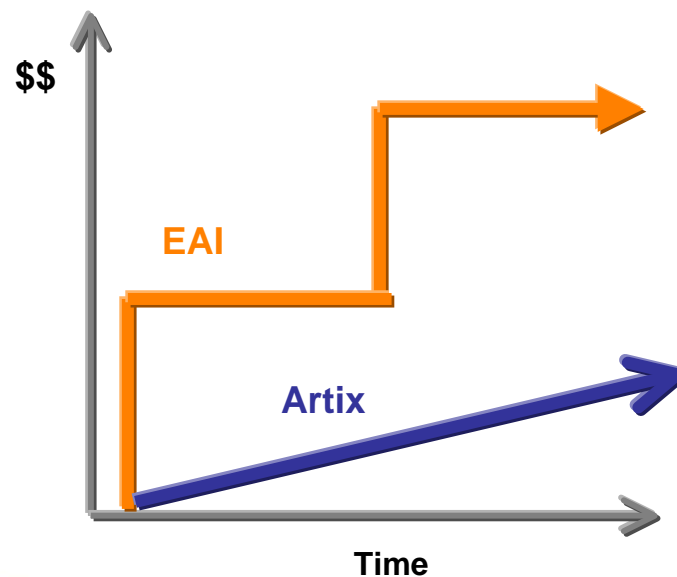
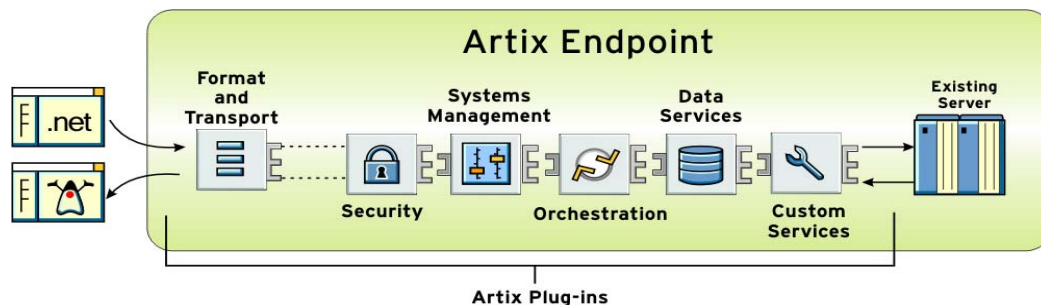
Endpoint Services



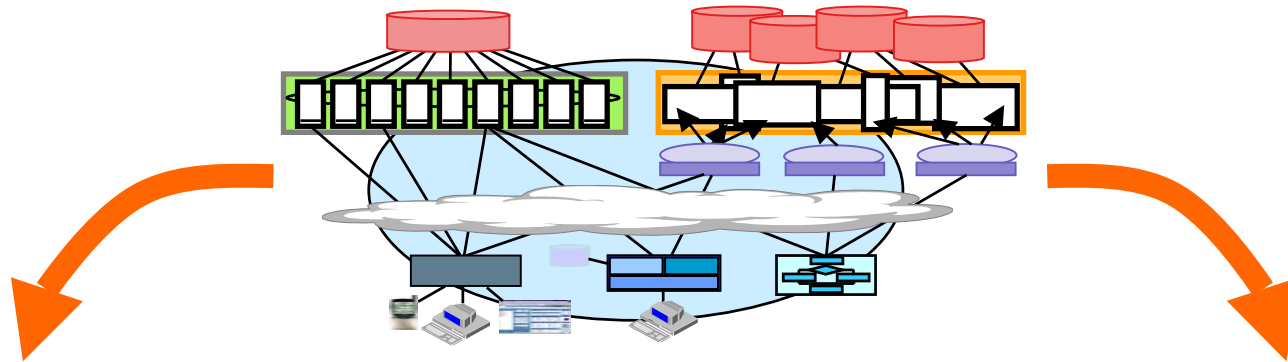
Benefits of Differentiated Approach

Distributed & Standards-Based Solution Enables Solution that is

- ▶ Technology-Neutral
 - Interoperable solution works across multiple messaging systems and protocols
 - Works with existing software & hardware systems
- ▶ Dynamic & Adaptable
 - Configurable at runtime
 - Plug-in architecture
- ▶ Incremental: Technically and Economically
 - Right-sized integration: configure only the functionality you need, and scale as you grow
 - Pricing allows small initial deployment and linear growth following Standard and SOA model.



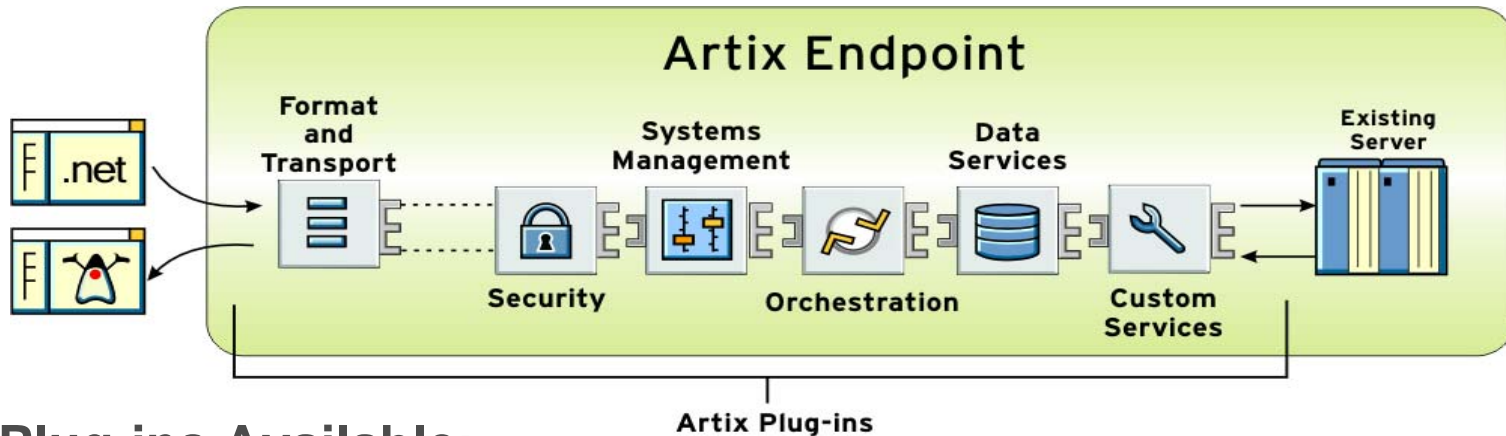
The SOA Backplane



SOA Tools Project		
Artix 4.0	Project Vault	
Artix Plug Ins		
Artix Run Time		
Celtix Run Time		

= Minimal Features = Common Features = Advanced Features

Extensible Plug-in Architecture



Plug-ins Available:

- Artix Orchestration
- Artix Security Advanced
- Artix Transaction Support and WS-CAT Support
- MQSeries Transport
- Tuxedo Transport
- Tibco Transport
- High Availability, Active - Active
- Management 3rd Party Integration (Tivoli, BMC Patrol, CA-WSDM)



In Summary

- IONA is the ONLY platform neutral provider of infrastructure software
- **Differentiated approach:**
 - **Technology** – focus on mission critical SOA infrastructure projects
 - **Economics** – open source released to address commodity integration challenges
 - **Go-To-Market Model** – vision of an incrementally adopted SOA infrastructure

