



## PRESS RELEASE

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### **Axway Expands Brazilian Market Presence to Offer Axway 5 Suite in Latin America**

*Latin American headquarters opened in response to increased demand for Axway API Management, B2B and MFT products*

**PHOENIX– September 17, 2013** – [Axway](#) (NYSE Euronext: AXW.PA), a leader in governing the flow of data, announced today the expansion of its Latin America presence by establishing its regional headquarters in Sao Paulo, Brazil. The expansion of the company in Brazil results from the company terminating its exclusive distributor arrangement and working with its former reseller to transition all of the customers to direct relationships with Axway’s newly expanded team. This will help meet the increasing demand across all major industry sectors for locally delivered solutions of the company’s [Axway 5 Suite](#), and its unique ability to combine application integration with [B2B](#), [MFT](#), and [API Management](#) to help companies govern the flow of data across enterprises, cloud and mobile. This investment will bolster Axway resources in the region with additional sales, service and support personnel to better enable the company to service its existing 300 customers in Brazil and increase its market share over the coming years.

As enterprises seek to extend their businesses to embrace new cloud and mobile channels, the need to govern the flow of data across enterprises is necessary whether the data is delivered via B2B, MFT, API or web services. Axway’s unique [API Management](#) platform combined with its SOA governance capabilities overcomes the limitations of traditional integration middleware products, which were not sufficiently designed to govern data flows beyond the enterprise edge. Armed with industry-leading solutions of the Axway 5 Suite, organizations in Latin America will have the ability to create a greater market differentiation and competitive advantage for themselves.

“This strategic expansion of our presence in Latin America is the latest step in our ongoing investment in the region. We are expanding our team in Brazil with the opening of our local headquarters to service our existing customers, but will also look to sign up additional distribution partners as we further build our customer base across all major industry verticals,” said Christophe Fabre, CEO, Axway. “We’ll be able to provide customers in Latin America with greater levels of service and increased access to our broad portfolio of solutions, resulting in improved business productivity in the local market.”

Axway currently has 300 customers in Brazil and has ambitious plans to grow this number over the next few years, via a combination of direct and indirect partner channel strategies. Customers in Brazil include

Boa Vista Serviços, FM Logistic and TIVIT. The company will be hosting [Connections Brasil 2013](#) on September 24<sup>th</sup>, an annual customer event designed to share the Axway strategy and direction of its product offerings with customers and partners.

“The decision to choose Axway products and services was made because of its solutions quality and security, but also because of its flexibility, customized system and trust in its products and support team in Brazil,” said André Grizotto, Technical Support Coordinator at FM Logistic Brazil. “Our clients move a tremendous volume of merchandise which has to be distributed with precision and punctuality throughout Brazil. It was vital that we find a reliable and trusted technology partner that could meet our needs now and in the future. Axway’s decision to establish its regional headquarters here is a further testimony of their commitment to Brazil.”

Axway was recently named a Leader in Gartner’s 2013 Magic Quadrant for Application Services Governance <sup>1</sup> and a Leader in Gartner’s 2013 Magic Quadrant for On-Premises Application Integration Suites. <sup>2</sup> Both reports are available for download from: <http://www2.axway.com/l/8662/2013-08-19/dfpw7>.

To learn more about Axway 5 Suite visit: <http://www.axway.com/about-axway>

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<sup>1</sup> Gartner “Magic Quadrant for Application Services Governance” by Paolo Malinverno, Daryl C. Plummer, Gordon Van Huizen, August 2013

<sup>2</sup>Gartner “Magic Quadrant for On-Premises Application Integration Suites by Jess Thompson, Yefim V. Natis, Massimo Pezzini, Daniel Sholler, Ross Altman, Kimihiko Iijima, June 27, 2013

## **About Axway**

Axway (NYSE Euronext: AXW.PA), a market leader in governing the flow of data, is a global software company with more than 11,000 public- and private-sector customers in 100 countries. For more than a decade, Axway has empowered leading organizations around the world with proven solutions that help manage business-critical interactions through the exchange of data flowing across the enterprise, among B2B communities, cloud and mobile devices. Our award-winning solutions span business-to-business integration, managed file transfer, API and identity management, and email security— offered on premise and in the Cloud with professional and managed services. Axway is registered in France with headquarters in the United States and offices in 18 countries.

## **About Axway 5 Suite**

*Axway 5 Suite offers control and optimization of the flow of data through integration, visibility, policy, security and reliability to govern business-to-business interactions, communities, systems and data types — within and beyond the enterprise edge.*

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