

STREAMSERVE LANDS TOP EXECUTIVE TO TACKLE EMERGING ENTERPRISE BUSINESS COMMUNICATIONS MARKET

Enterprise Business communications software company StreamServe, Inc. has attracted Brian Mort, one of the most talented software executives in Europe, to head up its expanding enterprise sales division. Mort will bring over 20 years experience to his new role as executive VP of enterprise sales; using skills developed at Rank Xerox, Dell, Oracle, SAP – where he was leading salesman in Europe in 1998 - and Extensity to accelerate the company's enterprise capabilities and establish a market leading position.

Recent figures from analyst groups indicate that a new multi-billion dollar market segment is set to grow around enterprise business communications software. StreamServe is already taking a leading position in this market with its Business Communication Platform, a powerful and scaleable suite of software that allows enterprises to collaborate with customers, partners and suppliers through integrated, personalised business communication.

"It is my goal to ensure that the clear business benefits of StreamServe's Business Communications Platform are available to all global enterprises," Mort explains. "We are building strategic alliances with the leading ERP and CRM players, systems integrators and channel partners to make sure this happens, and to ensure that we exploit the opportunity that exists to become the dominant global player in this emerging market."

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Mort will report to Nick Earle, a former top executive at Hewlett-Packard and Ariba, who was recently appointed as StreamServe's new chief executive officer. Sheila Gibson, previously of RightWorks Corporation, Baan and The CODA Group, was also recently brought in as chief marketing officer. The aggressive recruitment programme is part of

StreamServe's continuing commitment to become the leading enterprise business communication software company worldwide.

CEO Nick Earle explains: "Traditionally, StreamServe customers have bought our Distributed Output Management product but increasingly they are extending their vision to our new Business Communications Platform solution. We're now in a position where enterprise sales are growing rapidly and will accelerate our move to be a world-class enterprise solutions provider. That's why we fought off a number of the biggest software players to bring in an executive with proven enterprise sales and general management leadership at the highest level."

Prior to joining StreamServe, Mort was EMEA VP and general manager for Extensity Inc., where he ran all EMEA operations and was part of the executive team that took the company through an IPO. Previously he achieved significant success in global account manager roles for Oracle Corporation and SAP UK Ltd – winning the Presidents Club Award three years in a row – and has also occupied senior sales positions with Dell and Rank Xerox.

About StreamServe:

StreamServe is a provider of business communication software. Its solutions enable companies to manage, personalize, and automate the flow of critical business information between its customers, suppliers, and eMarketplaces.

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StreamServe began operations in Sweden in 1995. Over the past seven years, it has experienced explosive growth and now has offices in the United States, Singapore, Germany, France, the United Kingdom, the Netherlands, Finland, Denmark and Norway. StreamServe has more than 2,750 customers across a wide range of industries representing the new and old economies. The company has partnerships with major business application vendors, such as SAP, Oracle, IFS, Intenia, Baan and Scala. The company also has a partnership with Hewlett-Packard, eBusiness providers and systems integrators. For more information on StreamServe, please visit www.streamserve.com

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