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## News Release

**Contact: Europe**

Catharina Sundelin

Vice President Corporate Communications

Phone: +46 40 174730

E-mail: catharina.sundelin@telelogic.com

**Contact: Americas and Asia/Pacific**

Michael E. Donner

Vice President Marketing & Communications

Phone: +1 (949) 885 2496

E-mail: michael.donner@telelogic.com

# Telelogic Launches Global Partner Program

***- Provides Opportunities to Collaborate and Deliver Best-in-Class Integrated Solutions for Advanced Software and Systems Development -***

**MALMÖ, Sweden – August 1, 2002** –Telelogic (Stockholm Exchange: TLOG), the leading global provider of solutions for advanced software and systems development, today announced it has launched the Telelogic Alliance Partner Program (TAPP) worldwide. In addition to its new worldwide focus, the benefits of the program have been greatly enhanced.

Previously TAPP was only open to companies that wished to resell or integrate with Telelogic's products. The new program now offers leading consultants, independent software vendors, systems integrators, value added resellers and distributors different levels of partnership including: (1) bundling or embedding Telelogic's technology into their own products, (2) creating a delivery platform for Telelogic's solutions, (3) providing a complete client solution, or (4) in the case of a professional services organization, building a practice around Telelogic's technology/products.

The alliance program already includes a wide variety of partners who are working closely with Telelogic. Current technology partners include IBM, Microsoft, Deloitte & Touche, Mercury Interactive, MatrixOne, KLOCwork, Distributive Software, CASEWise, Primavera, PTC, and WindRiver Systems; reseller partners include Bay State Computers, gedas de Mexico, Northrop Grumman IT, Programmer's Paradise, Skrip Tek Partners, Software House International, and Software Spectrum; wholesale distributors include Academic Distribution, LifeBoat and XpressSoft (for the South American Market).

Telelogic works closely with its alliance partners to develop world-class solutions that meet the most challenging needs of joint customers. This is achieved by integrating Telelogic's advanced tools for systems and software development with a wide range of solutions that encompass software, process and real-time modeling, configuration and change management, testing, metrics and measurement, product data management, and documentation.

The TAPP is also designed to help customers leverage their investment in existing tools by integrating best-of-breed products into a seamless infrastructure. The program also enables clients to choose how they buy, be it under a Volume Purchase Agreement with a corporate reseller or using the Federal Government's GSA Schedule.



“By joining forces with Telelogic, partners are able to leverage their investment to achieve even greater success through developing an open, best-in-class strategy designed to generate further business and increase profit,” said Jesper Christensen, Chief Marketing Officer at Telelogic. “Through joint marketing, co-selling and cross-promotion of product offerings these partnerships enable us to provide customers with best-in-class integrated solutions that leverages their existing investments.”

“Partners like Telelogic add tremendous value by building integrations, while customers get the best in enterprise testing applications and application performance management solutions monitoring to run their businesses and increase customer satisfaction,” said Jim Hare, director strategic alliances at Mercury Interactive.

“The integration of our 'MSC to SDL Synthesizer' into the Tau<sup>®</sup> Suite completes the chain of automation from Message Sequence Charts to code generation, a powerful leap ahead for customers,” said Djenana Campara, chief technology officer at KLOCwork. “The new TAPP program at Telelogic made this merger of technology possible and provides KLOCwork the best means to deliver this dramatic improvement to our respective joint customers.”

Distributive Software, another alliance partner, has experienced a number of positive impacts since joining the TAPP. “Accessibility to our target markets, the ability to provide a complete solution to our customers, and the availability of Telelogic's extensive marketing and support resources have all been major benefits,” said Peter Baxter, senior development manager at Distributive Software. “It is refreshing to work with a group that shares our belief that value-added and ROI are the most important aspects of any customer relationship. We look forward to continued success through the Telelogic TAPP partner program.”

Additional information about the Telelogic Alliance Partner Program can be obtained by: contacting Philip Bush, vice president, strategic accounts and partners/alliances, at +1 (404) 531 0370, [phil.bush@Telelogic.com](mailto:phil.bush@Telelogic.com), or visiting <http://www.telelogic.com>.

### **About Telelogic**

Founded in 1983, Telelogic<sup>®</sup> ([www.telelogic.com](http://www.telelogic.com)) is the leading global provider of solutions for advanced systems and software development. The company's automated application lifecycle solution includes integrated best-in-class software and professional services for requirements management, change and configuration management, development, testing, and documentation. Telelogic enables organizations to improve quality and predictability, while reducing time-to-market and overall costs in software and systems development. Built on an open architecture that ensures interoperability with other leading third-party solutions, Telelogic's products are based on international standardized languages and notations. Telelogic participates in 3GPP, Bluetooth SIG and OMG to create future communication technologies and visual software development languages.

Headquartered in Malmö, Sweden with U.S. Headquarters in Irvine, California the company has more than 900 employees worldwide. Customers include Airbus, Alcatel, BMW, Boeing, BT, Daimler Chrysler, Deutsche Bank, Ericsson, Lockheed Martin, Lucent Technologies, Motorola, NEC, Nokia, Philips and Siemens.

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