Adera to open technical center and initiate cooperation with BEA Systems regarding a reference platform

The new digital technology is giving rise to new strategies, business cultures, organizational structures and work methods. Today, the focus is increasingly on learning, holistic approaches, business value, speed and flexibility. Such competencies as market communications, management and IT are being integrated into customer solutions.
To satisfy customer demands in the new economy, Adera is opening ATC (Adera Technical Center), whose task will be to develop competencies and IT support for our customers and our customer projects.

Adera is developing a component-based reference platform for e-business solutions (content management, CRM, personalization, e-commerce, multi-channel support, etc.), which will be a key feature of ATC. The aim is to concentrate the best technologies in a standardized technical platform that can subsequently be reused, developed and adapted for use in new Websites and applications – both externally in customer projects and internally in competency building.

Adera Technical Center will be based on components from leading hardware and software providers, to ensure that customers are provided with long-term and reliable solutions of the highest quality. The reference platform is based on J2EE (Java 2 Enterprise Edition), an area in which BEA Systems is one of the leading suppliers of application servers, notably BEA WebLogic.

"Using application servers that support J2EE in all respects and which are simultaneously stable and scalable is a prerequisite for the development of our new reference platform," says Claes-Göran Lövetoft, a member of Adera's Group Management. "This is where BEA's products and concepts fit in very well. Adera has gained experience of BEA WebLogic over a long period of time and has developed solutions featuring this application server for such customers as Scania and SAS."

"We're now intensifying and expanding our partnership with Adera. We're extremely pleased that Adera is to become one of our principal cooperation partners in Sweden. The intensification of our partnership is part of the global efforts that BEA Systems AB is conducting at the partner level. To satisfy the currently enormous demand for our products, it's essential that we have skilled and strong partners, such as Adera," says Johan Jonsson, who is responsible for partnership agreements at BEA Systems in Sweden.

Adera AB (publ) generates business value for customers by combining areas of expertise critical for success based on the new business logic: strategy/business development, marketing/communications and IT/Internet. Adera currently consists of around 600 employees and has offices in Stockholm, Gothenburg, London, Amsterdam, Antwerp, Munich, Copenhagen , Malmoe, Oslo, Ljungby and Värnamo.
Adera shares are listed on the O-List of the OM Stockholm Exchange, Attract 40.

For more information, visit our website: www.aderagroup.com

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