



Endeca Positioned in the Leaders Quadrant of the 2009 Magic Quadrant for Information Access Technology

CAMBRIDGE, Mass. – September 3, 2009 -- [Endeca Technologies, Inc.](#), a search applications company, announced today that it has been positioned by Gartner, Inc. in the Leaders quadrant of the 2009 Information Access Technology Magic Quadrant report. The analysis is based on Endeca's "Ability to Execute" and "Completeness of Vision."

For a complimentary copy of the 2009 Information Access Technology Magic Quadrant, please visit our [resource center](#).

The report "assesses vendors with capabilities that go beyond enterprise search to encompass a range of technologies. Their capabilities include search; federated search content analytics, such as content classification, categorization and clustering; fact and entity extraction; taxonomy creation and management; information presentation (for example, visualization) to support analysis and understanding; and desktop search to address user-controlled repositories in order to locate and "invoke" documents, data and e-mail."

According to Gartner, vendors listed in the Leaders quadrant "demonstrate significant architectural flexibility. They also have a strong, innovative and broad means of determining relevancy of results returned to users and providing developers with the tools and flexibility to tune these relevancy settings. They have the finances to weather hard times and sufficient resources to invest in both organic and inorganic technology and business growth."

Endeca's search applications help people make better decisions by giving them access to any information from anywhere any way they need it, letting users search, sort, filter, and analyze large volumes of diverse and changing data. Launched in March of this year, the [McKinley](#) release of the [Endeca Information Access Platform](#) replaces traditional search engines that make building search applications too costly or difficult, and it complements traditional enterprise applications by letting users search, sort, filter, and analyze large volumes of diverse and changing data from across the enterprise. McKinley also boasts a re-engineered engine that capitalizes on multi-core processors from chipmakers such as Intel to deliver faster performance on greater volumes of data on fewer servers.

"Endeca's investment in R&D in the past year has led to the launch of our new platform, as well as several search applications built on top of the rearchitected engine," said Jason Purcell, senior vice president of marketing and product management, Endeca. "In my opinion, our position in the Leaders Quadrant can be credited to our over 600 customers who need to solve specific high-ROI business problems with lower cost of ownership and faster time-to-results, as well as our partners who complement our efforts with technology and delivery services that result in some of the world's most innovative installations."

1 Magic Quadrant for Information Access Technology", by Whit Andrews, published September 2, 2009 by Gartner, Inc.

About the Magic Quadrant

The Magic Quadrant is copyrighted 2009 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner.

Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Endeca

Endeca is a leading provider of search applications. Search apps built on Endeca's technology deliver the clearest visibility into information, driving hundreds of millions of dollars in cost savings and increased revenue for our customers. Powering these solutions is Endeca's Information Access Platform, a major enterprise search innovation based on a fundamentally new architecture for building high-ROI applications that let users access any data from anywhere any way they need it. With this improved information visibility, customers make better choices, and employees better decisions. More than 250 million end users around the world access information through Endeca solutions, which are in use at more than 600 leading organizations including: ABN AMRO, Boeing, Cox Newspapers, the U.S. Defense Intelligence Agency, Dell, Ford Motor Company, Hyatt, IBM, John Deere, the Library of Congress, Texas Instruments, and Walmart.com.

Headquartered in Cambridge, Mass., Endeca has operations in North America, Europe, and Asia. For more information: endeca.com or info@endeca.com.

Contacts:

Alison Durant
Director, Corporate Marketing & Communications
+ 617.674.6335
adurant@endeca.com