

## **Altova Issues Whitepaper on Accelerating XML Data Integration**

*ENTITLED "SIMPLIFYING XML DATA INTEGRATION WITH MAPFORCE 2004" THE NEW WHITEPAPER DISCUSSES THE SOLUTION FOR DEVELOPERS STRUGGLING TO RELIEVE THE TEDIUM OF WRITING LOW-LEVEL INFRASTRUCTURE CODE*

BEVERLY, Mass., November 12, 2003 – Altova Inc. ([www.altova.com](http://www.altova.com)) producer of XMLSPY, the world's leading XML development environment, today published a new whitepaper which discusses the need for a new breed of visual code generation tools to accelerate the implementation of advanced XML-based data integration projects. The whitepaper entitled, "Simplifying XML Data Integration with MAPFORCE™ 2004" is now available from the Altova Developer section on the Web at: [http://www.altova.com/resources\\_wp.html](http://www.altova.com/resources_wp.html).

The whitepaper asserts that data integration projects rate among the most tedious developer tasks due to the volume of lines of infrastructure code required to load, persist, validate and perform other routine operations on data within the software application. A new generation of visual mapping and code generation tools, such as Altova's recently introduced MAPFORCE 2004 can eliminate this tedium by outputting thousands of lines of program code in XSLT, Java, C++, and C# to enable XML-to-XML or database-to-XML data transformations. This data transformation can take hours to do manually and can often make the difference between a project's success or failure.

MAPFORCE 2004 is the first retail priced general purpose data integration tool to support all major relational databases such as Oracle 10g and Microsoft SQL Server, while also supporting the most popular programming languages; it is the easiest and most cost effective way to develop custom applications which integrate database systems using XML technologies.

The new report is authored by Larry Kim, Technical Director with Altova, Inc., author of "The XMLSPY Handbook" (John Wiley & Sons, 2003), and industry expert on XML technologies.

### **Pricing and Availability**

MAPFORCE 2004 Release 3 is available immediately for a free 30-day trial download from <http://www.altova.com/download>, and is available for separate purchase for \$499 (USD) for a single user license from the Altova Online Shop at <http://www.altova.com/order>.

As a special introductory offer, MAPFORCE 2004 is included for free with XMLSPY 2004 Enterprise Edition, until November 30, 2003.

### **About Altova**

Altova is a leading provider of XML software tools, components, and professional service solutions, including XMLSPY 2004, the industry standard XML Development Environment. Altova, with offices in Beverly, Mass., and Vienna, Austria, was founded in 1992 and has been actively involved in the XML market from the early conception of Extensible Markup Language.

Altova's 2004 product line of XML development tools and components is the leading choice of Fortune 500 and Global 1000 companies. Altova's XMLSPY is the world's best-selling XML tool and has won the leading industry awards including PC Magazine's Editor's Choice Award and Best Product of 2002. Altova is a technology partner with the world's leading software companies including Microsoft, Oracle, BEA, Borland, IONA, and Software AG. Altova is a member of the W3C and WS-I. Visit Altova on the Web at <http://www.altova.com>.

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**For more information:**

Paul Roberts  
Public Relations Manager, Altova Inc.  
978-816-1567  
[paul.roberts@altova.com](mailto:paul.roberts@altova.com)

**For more information, sales only:**

[sales@altova.com](mailto:sales@altova.com)  
USA: (978) 816-1600  
EU: +43 (1) 545 5155 - 0