

Sparx Systems Wins AIIA Export Achievement Award for 2011

Leading Software Vendor recognised by Australian Information Industry Association at iAward presentations.

Creswick, Australia, July 18, 2011 – [Sparx Systems](#), a leading vendor of modeling tools based on open standards, was recently awarded the Victorian Export Achievement Award by the Minister for Technology, The Hon Gordon Rich-Phillips MLC at an industry luncheon at Crown Palladium. This is the first time that Sparx Systems has competed for the iAward, a prestigious Annual Awards program recognizing both outstanding achievement and innovation in the ICT industry and which honours the achievements of home-grown Australian innovators.

"The 2011 iAwards field has been very strong in across all states and territories," said AIIA CEO Ian Birks. "There has been a trend of continual improvement in the field of iAwards contenders over the past few years, and we are now seeing world class technology innovators consistently emerging at the local level."

"Sparx Systems has worked hard to make Enterprise Architect the most productive and innovative modeling tool on the market," remarked Sparx Systems CEO, Geoffrey Sparks. This export achievement award is based on the phenomenal support of our users in over 150 countries worldwide. "Their support validates our commitment to providing individuals and teams with the best tools and the best platform possible to reduce delivery time by accelerating and managing the full software development lifecycle. We are very pleased to see this effort and intent recognized in 2011 with our first Victorian Export Achievement Award."

Sparx Systems recently released Enterprise Architect 9 – the largest update to its modeling and design platform to date. Version 9 builds upon Sparx Systems' history of innovation with hundreds of new analysis, collaboration and productivity enhancements, which are helping to redefine the possibilities of visual modeling and design environments.

For more information about Enterprise Architect 9 visit:
www.sparxsystems.com/ea9

About Sparx Systems

[Sparx Systems](#) specializes in high performance and scalable visual modeling tools for the planning, design and construction of software intensive systems.

With customers in industries ranging from aerospace and automotive engineering to finance, defense, government, entertainment and telecommunications, Sparx Systems has won three consecutive SD Times awards and is the leading vendor of innovative solutions based on the Unified Modeling Language (UML) and its related specifications. A Contributing Member of the Object Management Group (OMG), Sparx Systems is committed to realizing the potential of model-driven development based on open standards.

The company's flagship product, Enterprise Architect, has received numerous accolades since its commercial release in August, 2000, including two Jolt and Visual Studio Magazine Reader's Choice Merit awards. Now at version 9, Enterprise Architect is the design tool of choice for over 250,000 registered users world-wide.

About AIIA

The Australian Information Industry Association (AIIA) is the nation's peak industry body for the technology sector. AIIA sets the strategic direction of the industry, influences public policy and provides members with productivity tools, advisory services and market intelligence to accelerate their business growth. AIIA member companies employ 100,000 Australians, generate combined annual revenues of more than \$40 billion and export more than \$2 billion in goods and services each year.

www.aiia.com.au

About the ACS

The ACS (Australian Computer Society) is the recognised professional association for those working in Information and Communications Technology, seeking to raise the standing of ICT professionals and represent their views to government, industry and the community. A member of the Australian Council of Professions, the ACS is the guardian of professional ethics and standards in the ICT sector, committed to ensuring the beneficial use of ICT for all Australians. It provides both members and non-members with opportunities for professional education, networking and certification, as well as enabling them to contribute to the development of their profession.

www.acs.org.au

About the Pearcey Foundation

Founded in 1998 in memory of Dr Trevor Pearcey, who built Australia's first and the world's fourth programmable electronic digital computer, CSIRAC, in Sydney in 1949, the foundation is a group of concerned individuals fostering the aims and achievements of the Australian ICT industry. Celebrating its 62nd anniversary this year, CSIRAC is the oldest surviving computer in the world. The Pearcey Foundation's objective is to reinforce the recognition, knowledge and appreciation of Australia's ongoing contribution to the development and growth of our ICT professions, research and industry.

www.pearcey.org.au

About the iAwards

Over 17 years, the iAwards has become the premier technology awards platform in Australia delivering the most comprehensive awards program in the technology industry today. From 2011 the iAwards are open to both the companies at the cutting edge technology innovation as well as leading professionals across the industry. The iAwards are judged by industry, for industry and provide achievements with public recognition that extends across the ICT sector to government, community and beyond. They are strongly focused on promoting essential relationships between the ICT industry and vertical business sectors in every field to promote the value of our industry where it counts most. The iAwards are hosted by the Australian Computer Society (ACS), Australian Information Industry Association (AIIA) and Pearcey Foundation.

www.iawards.com.au

Media Enquiries:

Estelle Bell
Sparx Systems Pty Ltd
marketing@sparxsystems.com