



**Borland enters into a strategic partnership with Activate New Zealand as local demand for Application Lifecycle Management tools heats up.**

**New Zealand – November 5th, 2007** -- Borland Software Corporation (NASDAQ: BURL, [www.borland.com](http://www.borland.com)), the global leader in Open Application Lifecycle Management (ALM), and Activate New Zealand (NZ) today announced a partnership agreement whereby Activate New Zealand will be the master distributor of Borland's Open ALM products and integrated solutions, training, support and maintenance services in the New Zealand market. Activate New Zealand will also support and enable the reseller partner community. This agreement represents a change to how Borland will be represented in the local market.

"We believe the New Zealand market requires a different model to that of having a direct presence. We want to work with our local partners to ensure our mutual customers deliver their business value via our ALM solutions. For this to succeed we needed a local distribution agent who will work closely with our Value-Added-Resellers and Solution Partners alike to help fulfil Borland's vision of transforming software delivery into a managed, efficient and predictable business process," said Mark Wilkin, Borland Managing Director for Australia and New Zealand.

"We look forward to partnering with Activate New Zealand and welcome the experience and knowledge they offer our customers and partners," Wilkin said.

Activate New Zealand, a company co-founded by Jayne Stewart and Mike Lowe, specialises in the provision of tools and services designed to better align business strategy with IT initiatives and to drive productivity improvement across all aspects of IT service delivery.

"We're very pleased to partner with Borland and look forward to jointly providing customers with powerful ALM solutions that deliver real business value," said Jayne Stewart, Managing Director, Activate New Zealand.

"A real issue facing New Zealand businesses today is the short supply of experienced and talented IT resources. To overcome this issue we must empower those we have to work smarter, not harder, in an effort to improve productivity in software delivery processes. Borland's ALM tools have always been very highly regarded by their respective user communities. Borland continues to invest heavily to ensure their Open ALM products and solutions remain at the forefront of technology and industry advances," said Stewart.

Mike Lowe believes that selecting the right ALM tools to meet the organisations' demands is very important and a poor decision can cost time and money and lead to failed software projects and high levels of frustration in the workplace.

“Our customers must ensure they get maximum returns from their investments in ALM products and solutions. This not only requires great tools, but the local services offered from an active solution partner community. Supporting the partner community is a top priority,” said Mike Lowe, Director, Activate New Zealand.

“New Zealand companies will likely invest in a number of ALM tools and technologies based on their ever changing needs – Openness is critical. Borland prides itself on leading the industry in supporting open architectures for ALM tools,” said Lowe.

### **About Borland**

Founded in 1983, Borland (NASDAQ: BORL) is the leading vendor of Open Application Lifecycle Management (ALM) solutions - open to customers' processes, tools and platforms - providing the flexibility to manage, measure and improve the software delivery process. To learn more about maximising the business value of software, visit <http://www.borland.com>.

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### **About Activate New Zealand Limited**

Activate New Zealand specialises in the representation of industry-leading tools and technologies focused on improving Leadership, Governance, Compliance, and Application Life-cycle Management - resulting in greater alignment of business and IT, and productivity improvement across all aspects of IT service delivery.

For more information, please visit [www.activatenz.co.nz](http://www.activatenz.co.nz)

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