

PRESS RELEASE

London, 18 July 2011

Leading Case Management Vendor, Singularity, Announces Success on Microsoft Windows Azure Platform

Singularity, the leading Case Management & BPM company, completes Proof of Concept on Windows Azure Platform with integration of multiple Microsoft Cloud products.

In an intensive two week Proof of Concept (PoC) at the Microsoft Technology Centre (MTC) Singularity has proven its Case Management & BPM product, TotalAgility, to work on the Azure Platform and to interact seamlessly with Dynamics CRM, SharePoint and Exchange in the cloud.

"In the new era of people-driven, cloud-based processes Singularity is extending its Case Management industry leadership¹ so that our clients can further reduce cost and risk, improve their customers' experience and more easily meet changing regulatory and policy requirements," said Dermot McCauley, Singularity's Director of Sales and Marketing. "Our strategic partnership with Microsoft enables us to provide cloud-based services that make mobile and desk-based workers more productive. We are already seeing commercial benefits from this PoC."

The Proof of Concept began with the successful porting of the Singularity TotalAgility platform from a .Net server to the Azure cloud service. After the successful port, further cloud-based integration with Dynamics CRM 2011, SharePoint Online and Exchange was achieved, allowing case workers, such as insurance underwriters, fraud investigators, customer service engineers and others to manage relationships, data, documents, processes and communications without on-premise software installation. The result is a new market advantage for organizations who leverage Singularity and the Windows Azure Platform as a rapid on-ramp to flexible cloud computing.

David Gristwood of Microsoft, who led the PoC, said "In a very short space of time Singularity built a compelling solution that leverages TotalAgility, Dynamics CRM, SharePoint and Exchange in the cloud to bring real business benefit to information and knowledge workers. Singularity clearly understands the business benefit for their clients of cloud adoption. The scalability and reliability of the Azure Platform allows Singularity clients to rapidly design and execute agile Case Management business processes that can effortlessly scale throughout the organization."

"What we have shown," remarked Peter Browne, Singularity's CTO, "is the realizable potential of the Microsoft cloud services. By offering Case Management in the cloud, Singularity enables its clients to manage and execute critical business processes anywhere and from any device. And the scalability and resilience of Microsoft Windows Azure provides the flexible growth path our clients need so they can adopt process across their organization at a pace that suits them, without the need to install additional infrastructure."



David Gristwood
Application Architect,
Microsoft

¹Read the report of independent industry experts in 'The Forrester Wave™: Dynamic Case Management' available free at:
<http://www.singularitylive.com/Campaigns/forrester-wave-090211.aspx>

Supporting Resources:

- For more information on TotalAgility and Microsoft Lync visit: [TotalAgility and Microsoft Lync](#)
- To view the TotalAgility v5.2 Press Release visit: [TotalAgility v5.2 Press Release](#)
- To download a copy of the Case Management for Microsoft Whitepaper visit: [Case Management for Microsoft Whitepaper](#)
- For more information on TotalAgility and Case Management for SharePoint visit: [TotalAgility and Case Management for SharePoint](#)

About Microsoft:

Founded in 1975, Microsoft (Nasdaq: "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

Microsoft PR contact: Bite Communications
Tel: +44(0)20 8741 1123
Email: TechAudience@bitecommunications.com

About Singularity

Singularity creates agile organizations that are continually more efficient, productive and responsive. We enable companies to sense opportunities prioritize their responses and act to make positive change. This is achieved through the implementation of our industry-leading Business Process Management (BPM) products.

Singularity's mission is to populate the world with agile organizations. As the leading [Business Process Agility](#) specialist we today serve clients in over 30 countries from our offices in London, New York, Singapore, Ireland and India and through our network of partners globally. Acclaimed by leading industry experts, as the best in our field, we provide a unique combination of thought leadership and practical help that creates a new generation of successful organizations.

Contact

For further press information please contact **Kathryn McDevitt** at Singularity.
Email: marketing@singularitylive.com, or
Telephone: + 44 (0)28 7126 7767.

For more information, please visit
www.singularitylive.com