



Varien and eBridgeTeam Up to Bring Accounting Package Integration to Magento eCommerce Platform

Solution to Offer On Demand Integration with Best-of-Breed EDI, Webstore, CRM and Accounting Suites

Los Angeles, CA and BURLINGTON, Ontario, Canada -- October 19, 2009 -- Varien, the Magento Company, provider of the premier Open Source eCommerce Platform and eBridge Software, a world leading provider of accounting software integration solutions announced today their partnership aimed at providing best of breed back office software integration to users of the Magento Enterprise eCommerce platform.

Although the number of retailers deploying eCommerce platforms continues to grow world wide, many eCommerce platforms do not easily connect with other, and often critical operational systems. This requires many deployments to depend upon custom solutions for a wide range of needs which along with being costly, places extra strain on resources.

"Integration with backend systems is a critical part of an eCommerce platform deployment and we are committed to making the process as seamless as possible," said Roy Rubin, CEO of Varien. "With this partnership, Magento Enterprise retailers will get immediate access to standardized integration components for the leading, best of breed third party ERP, CRM, SCM and accounting packages. Magento Enterprise's BridgeConnect module will facilitate quick integration and with minimal hassle, allowing merchants to realize harmony between back office systems."

The eBridge software currently supports connectors for over 35 of the world's most popular accounting packages, including products from Microsoft, SAP, Sage and Intuit.

"Enabling e-Commerce store owners to concentrate on their businesses and not the manual entry of orders removes an enormous obstacle for them," said Colin Brown "In addition, having integration touch points into over 35 major accounting packages will help Magento provide a solution to their client base".

For more information about Magento, visit www.MagentoCommerce.com. To keep up with Magento news, please visit www.magentocommerce.com/company/press-releases and www.magentocommerce.com/blog.

About eBridge

Since 1993 eBridge Software has been enabling data integration with EDI, CRM, SCM, and web store front systems for small to medium sized businesses. With thousands of customers and trading partners, and integration with over 35 accounting packages and back office software systems eBridge has emerged as the leader in providing quality integration solutions. For more information visit www.ebridgesoft.com

About Magento

Magento is a feature-rich, professional Open Source eCommerce platform solution that offers merchants complete flexibility and control over the presentation, content, and functionality of their online channel. Magento's intuitive administration interface features powerful marketing tools, a catalog-management engine and is SEO optimized to give merchants the power to create sites that provide an unrivaled and rich online shopping experience for their customers, tailored to their unique business needs. The groundbreaking Magento platform is the fastest growing eCommerce platform on the market with over 1,000,000+ downloads to date. Designed to be completely scalable and backed by an extensive support network, Magento is the ultimate eCommerce solution.

Inquiries

Koby Oz
Director of Marketing
Varien, Inc.
oz@varien.com