

3scale Named 'Cool Vendor' by Leading Analyst Firm

SUNNYVALE, Calif., May 10 (SEND2PRESS NEWSWIRE) – 3scale has been included in the list of “Cool Vendors” in the March 2010 “Cool Vendors in Cloud Management, 2010” report(1) by Gartner, Inc. With 3scale CONNECT, the company’s Plug & Play self-service solution and 3scale ENTERPRISE, a tailor-made solution for enterprises, 3scale provides innovative companies with the tools needed to build and develop their API business and embrace the future of the cloud.

According to the report, “Enterprises considering a public API initiative should explore the potential of cloud-based management and intermediation solutions.”

As APIs are becoming the common denominator of cloud-based services, whether private or public, mobile or Web, more and more companies are willing to leverage that opportunity of developing new sources of revenue. 3scale helps them to implement their API business strategy and focus on creating and expanding a valuable ecosystem of partners and developers instead of spending time and money on creating a services management infrastructure.

“The API space is seeing massive acceleration right now. We believe being included in the Gartner Cool Vendors Report shows how much traction we’re getting. 3scale is the go-to partner for flexible deployments with customers from large enterprises to small startups,” said Steven Willmott co-founder and CEO of 3scale.

About 3scale:

3scale is the leading provider of SaaS API Management solutions. Since its launch – and in less than a year – over 20 innovative companies such as Wine.com, Deepdyve and Ecordia have adopted 3scale solutions to control the online distribution and usage of their digital content and services, foster innovation and create new revenue channels.

Based in Sunnyvale, CA, and Barcelona, Spain, 3scale is privately held and backed by Inveready a leading European investor. For more please visit www.3scale.net.

About Gartner’s Cool Vendors Selection Process:

Gartner’s listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn’t do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner’s interest or

curiosity in approximately the past six months.

*(Note 1) Gartner “Cool Vendors in Cloud Management, 2010,” by Milind Govekar, Cameron Haight, David Mitchell Smith, Eric Knipp, Gene Phifer, Daryl C. Plummer, March 31, 2010.

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