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For Immediate Release

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Chris Rollyson Tapped by Chicago Technology Consultancy to Lead Web Services Push

Chicago, May 22, 2002—Today, nVISIA LLC, a recognized enterprise Java consulting firm, announced that it had hired Christopher Rollyson, a well known figure in Chicago's technology community, as Vice President of Alliances and Marketing. nVISIA has a track record for developing mission-critical applications for corporations using distributed technology such as Java 2 Enterprise Edition. Rollyson will manage alliance relationships and lead nVISIA's thrust in web services.

"nVISIA has a great web services story, and we're excited to have Chris on board to manage our marketing strategy and relationships with IBM, Rational, Flashline, Sun and BEA," remarked nVISIA CEO Bruce Kannry. "Our partners need success stories to show that their technology works at real clients, and that's what we're doing with web services right now. For example, we just built a solution for a Fortune 500 manufacturer and one of its major suppliers in which we used SOAP and XML encapsulated data to enable legacy data exchange through firewalls. They credit the solution with enabling them to avoid building a new distribution center; moreover, they're using its architecture as a template for web services offerings to other suppliers."

"nVISIA is one of Chicago's technology success stories, it's poised for growth and I'm very confident that they will play a major role in the adoption of web services," Rollyson said. "They have an impressive track record for making leading edge technology work for corporations, and I know that we can drive growth by focusing on alliances and marketing." Rollyson will work closely with alliance partners' corporate marketing and business development teams to identify



and convert corporate opportunities for early web services success stories. He will create the value chain strategy and coordinate marketing implementation to drive the adoption of web services.

Rollyson has an extensive background in technology marketing and business strategy, and he previously worked for nVISIA (then named STR) when it was pioneering enterprise Java solutions in the mid-nineties. After STR, he was marketing director of KPMG's Midwest High Technology practice, where he directed marketing for consulting, audit and tax services in 20 offices in 12 states. He was subsequently recruited by PwC Consulting's Strategy practice to build their midwest e-business and knowledge strategy capability. At PwC, Rollyson served clients in automotive, software, telecoms, electronics, chemicals and petroleum, and his focus was both on e-business strategy for corporations and on business strategy for start-ups. Rollyson is an advisor to several start-ups, and he is a co-founder of The KnockNow Foundation. He studied economics at the University of Chicago and took his BA from Kalamazoo College.

"New technology provides an opportunity for market leaders to develop competitive advantage, but the risks can be daunting," remarked Mark Panthofer, nVISIA Vice President of Professional Services. "While our partners do a great job of providing products that put new technology in the grasp of enterprise IT, the products alone are often not enough in the early market. At nVISIA, we are proud of our track record for providing the expertise and process necessary to make early stage technology work, and we look forward to Chris's help in developing a seamless interface with our partners to further accelerate adoption in the early market."

nVISIA "broke the story on Java" in 1995 when its architects custom coded the first enterprise grade Java application for a corporation, R.R. Donnelley, which became Sun's first widely published success story and proved Java's viability as an enterprise-grade solution. nVISIA



followed that up with a string of published success stories with RCN/21st Century, Verizon/Bell Atlantic, SBC/Ameritech, Alcatel and Lucent.

About nVISIA

Founded in 1991 as STR, a consulting firm dedicated to building mission-critical enterprise applications with object-oriented technology, nVISIA has a track record for making leading edge technology pay off for corporations. In 1995, nVISIA developed the first pure Java application implemented by a corporation, and it deployed a mission-critical web services supply chain system for a major manufacturer in 2001. With the release of its eXtreme Mentoring services platform in 2002, nVISIA is poised to take object technology into the realm of mainstream enterprise computing. It serves the U.S. from offices in Chicago, Milwaukee and Minneapolis/St. Paul.

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