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Idiom positioned in the niche player quadrant in the Magic Quadrant* for Business Rules Engines

Idiom Ltd, a member of the Investors Guaranty Global Alliance, is pleased to announce its debut in the Niche Player quadrant of Gartner, Inc's 2005 Business Rules Engine Magic Quadrant. According to Gartner, Inc, 'Niche Players' focus on a particular segment of the client base, as defined by characteristics such as size, vertical or project complexity. They also note that the vendor's ability to outperform or innovate may be impacted by this narrow focus.

Idiom Ltd is a leading participant in the rapidly developing 'decision automation' niche (or 'decisioning' as some commentators now refer to it), which recognizes that automation of business decision making is a powerful enabler of business agility. Idiom was the first in the industry to develop products specifically to support this important niche. Mark Norton, CEO of Idiom Ltd, "We believe that Idiom has led the charge on decision automation as a concept, and with the Idiom Decision Suite v3.1 we have the tools and development approaches in the market to demonstrate this".

One particularly important aspect of the 'decisioning' concept is that the decision expert is usually a non-technical user, often culturally or physically remote from the development shop, and perhaps even in another organization. The 'decisioning' tool must allow this business user to develop and manage decision rules quite independently from the development of systems and technology, and regardless of the execution environment.

Idiom's "Decision Manager" is targeted at this specialist non-technical user, and is an easy to use, self documenting tool with high 'user appeal'. As Patrick Power, CEO of Power Solutions DTD Ltd [<http://www.power-solutions.com.au/>], a developer of award winning health management applications, has recently said - 'It's more fun than playing golf!'

Idiom Decision Manager also meets the demanding technical requirements of IT developers by automatically generating for them the rules as optimized computer code targeted for the platform of choice, so that even 'performance critical' customers like Cicada Corp. [<http://www.cicadacorp.com>], a global supplier of data management technology and services for major banks, fund managers and stock exchanges, are able to implement Idiom generated code directly into their high performance systems.

About Idiom Ltd [<http://www.idiomsoftware.com>]

Idiom Ltd is a privately held company founded in 2001 specifically to develop tools to implement the 'decision automation' concept. In 2003 Idiom became a member of the Investors Guaranty Global Alliance, a multi-disciplinary human and financial capital network featuring 75 companies spanning North America, Europe, Australasia and the Orient.

*Magic Quadrant Disclaimer

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Gartner Research "Magic Quadrant for Business Rule Engines, 2005" by Jim Sinur. February 8, 2005

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