



## PRESS INFORMATION – For Immediate Release

### **Adobe Connect as a Service inside Global Automotive Network ENX**

*Automotive industry network securely delivering cross-company collaboration service*

**FRANKFURT, MUNICH, PARIS - October 11, 2010** - ENX, the communications network of the automotive industry today announced the immediate availability of a new secure web conferencing solution based on Adobe Connect. It combines a rich communication and collaboration experience with the ability of cross-company communication inline with corporate security and data protection policies.

Automotive suppliers are playing a critical role in complex vehicle development projects and have a strong need to use modern collaboration tools. „Hosting such solutions within the own enterprise can be complex and costly. Attempts to open such tools to other companies too often end in security policy deadlocks,“ says Florian von Kurnatowski, Director Business Development of ENX Association. “Cloud-based services can be an ideal solution if offered in a controlled business-grade environment”.

The ENX network based cloud services provide for transparency on data location and legal compliance standards under which they operate.

„The service is designed to satisfy both, the needs of the individual automotive engineers and their security departments“ says Lennart Oly, Managing Director of ENX Association. „The operation in a stable and privacy-respecting legal environment provides a trustworthy basis for cloud services, our community of more than 1.600 companies in Europe and North America makes it as open as needed.“

Important for the end user is the access to rich collaboration services coming from leading software providers. Adobe’s Connect family of products is used for the first ENX-based webconferencing offer.

“Adobe Connect is a leading solution for browser-based collaboration; it is operated from a number of Adobe datacenters worldwide, for maximum redundancy and scalability, to support thousands of users worldwide over the public Internet”, says Günther Krämer, Manager of Business Development at Adobe. “We do understand, however, that certain companies and industrial communities place a very specific focus on data control and privacy. For these cases, Adobe is already offering Enterprise versions of Connect. The availability of Adobe Connect on the automotive ENX network fills a critical gap between the use on-premise and over the public internet. This fits well in Adobe’s strategy for multi-channel delivery of its solutions.“

The service is physically hosted and operated by Noris Network AG, an operator with datacenter locations in Nürnberg and Munich, Germany and is currently in pilot and available to all ENX users. The final certification and full operational availability of the solution is expected for Q4/2010.



### **About ENX**

ENX Association is headquartered in Frankfurt and Paris and represented in London, Madrid, Stockholm and Istanbul by national automotive associations. It governs the communications network, managed security service and secure private cloud of the European automotive industry supporting critical data exchange in the fields of design, engineering, logistics, production, marketing, HR and finance as well as providing secure collaboration and IT services

Growing continuously since its creation in 2000, ENX' eight competing certified service providers - ANX eBusiness, BCC, BT Global Services, Orange Business Services, Telefonica, T-Systems, Türk Telekom, Verizon Business - connect more than 1.600 organizations in over 30 countries. Two additional service providers are in the pilot phase of the certification process.

ENX is the standard platform for connecting partners within and outside the automotive industry. It is used by companies of all sizes, including competing OEMs which cooperate on selected projects in order to save costs and increase efficiency.

The non-profit organization was founded in 2000 by the automotive industry and is governed by Audi, BMW, Bosch, Continental, Daimler, DGA, Ford, PSA Peugeot Citroën, Renault and Volkswagen as well as the national associations ANFAC, GALIA, OSD, SMMT and VDA.

### **Press Contacts:**

#### ENX Association

Mr. Stefan Gotthardt

+49 173 274 3550

[stefan.gotthardt@enx.com](mailto:stefan.gotthardt@enx.com)

[www.enx.com](http://www.enx.com)

#### Adobe Systems GmbH

Mr. Alexander Hopstein

+49 89 31 705-287

[alexander.hopstein@adobe.com](mailto:alexander.hopstein@adobe.com)

[www.adobe.com](http://www.adobe.com)