PRESS RELEASE

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Taking Virtualization to the next level – Huw Price to speak at the SOA, Cloud + Service Technology Symposium

Oxford, UK – Huw Price, Managing Director of Grid-Tools Limited, the leading vendor of test data management, test data generation and data masking software and solutions, will unveil how integrating service virtualization tools with test data management can not only eliminate the constraints of cross-system dependencies typical in traditional SOA testing, but provide the 'fit for purpose' test data required to improve test cycles.

Huw was selected to speak at the 5th International SOA, Cloud + Service Technology Symposium in London as his insights match the requirements of the conference's 'substance only' philosophy.

Of the seminar, which takes place on 24 – 25 September, Huw said: "This is an opportunity to demonstrate the merits of creating a virtual service layer. It enables testing teams to work in a stable, isolated environment, minimising disruption and delays in waiting for data to flow downstream.

"The result is high quality, efficient SOA message testing and development that can transform the way SOA testing is being delivered."

With almost 30 years experience as an innovator and a Lead Technical Architect for several US and European software companies, Huw will *aim to provide delegates* with *an* in-depth examination of the benefits of Virtualization.

"It is the only way you can test many data flows," Huw adds, "and if organizations need to be agile in order to service the demands of their business and their customers, then a strategy based on service

virtualization tools and the use of synthetic data offers significant advantages."

For further information, contact Grid-Tools at www.grid-tools.com.

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Notes to editors

Link to the event: http://www.servicetechsymposium.com/
Link to Huw's presentation summary:
http://www.servicetechsymposium.com/agenda2012.php#taking_message_virtualization_to_the_next_level

About Grid-Tools Limited
Visionary and innovative, Grid-Tools has developed test data management strategies for some of the largest international organizations and its experienced personnel have been writing and developing solutions for companies in both the private and public sectors for nearly 30 years.

Specializing in test data generation, data masking and test data management solutions and tools, Grid-Tools has re-defined how organizations go about provisioning secure, high quality data for testing and development.

The Grid-Tools Datamaker suite includes a wide range of tools and solutions for complete test data management. Its signature solution, Datamaker, creates and publishes test data with the referential and business integrity of production environments for testing and development.

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