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Moovweb Releases Next Generation Responsive Delivery Platform to Power the Mobile Enterprise

Enterprises embrace Moovweb 4 to unify web, mobile and apps strategy including enhancements for improved agility, performance and asset management

SAN FRANCISCO – October 28, 2013 – Moovweb today announced [Moovweb 4](#), the next generation of its responsive delivery platform for mobile development and deployment that enables enterprises of all sizes to unify their web, mobile and apps strategy by leveraging their existing investments instead of rewriting or creating custom mobile silos. Moovweb 4 now works instantly and seamlessly with hundreds of leading IT software solutions that enterprises already use to run their businesses. This latest release of Moovweb also includes new image, code and delivery optimization capabilities for developers to create high performance mobile experiences. Additionally, Moovweb announced expansion of their cloud offering that now includes secure data centers in EMEA and Latin America that provide greater failover capabilities and high performance for global customers.

Moovweb 4 uses [Responsive Delivery](#) to enable businesses to go mobile - a fundamentally modern approach to unifying their web, mobile and app development. With Moovweb, a business's mobile sites and apps inherit and stay in sync with a desktop site's content, data, features and business logic. This approach allows powerful mobile experiences to be delivered in weeks, not months and drives radically improved business agility over time.

"The Moovweb platform was the critical factor that enabled us to deliver our new mobile experience 40% faster," said Francesca Schuller, CMO of BevMo!. "The platform empowered us to leverage all the features and content of our current desktop site, which meant we could focus all of our attention on delivering an exceptional customer experience."

Moovweb 4 is packed with new capabilities, that include:

Out-of-the-box support for leading IT software solutions

Unlike other mobile approaches that require organizations to write and maintain custom integrations, APIs or web services to work with existing IT infrastructure, Moovweb 4 works seamlessly with most major software packages - without any custom code, including:

- Widely used content management systems (CMS) including Sharepoint, Joomla, Drupal, DNN, Alfresco and hundreds of others



- eCommerce engines like Demandware, ATG Commerce, Magento, and dozens more
- Security solutions such as Novell Access Manager, Tivoli Identity Manager, and Symantec
- Business critical analytics packages including Google Analytics and Adobe Experience Manager
- Leading backend databases such as Oracle, Sybase, IBM DB2, Access
- Authentication providers including Google, Facebook, Twitter and others
- Marketing automation solutions like Marketo, Genius, and Eloqua
- And much more.

Greater Developer Control and Mobile Experience Optimization

Moovweb 4 accelerates and simplifies the development process, enabling front-end developers to design, develop, test and deploy world-class user experiences for a wide array of endpoints including mobile apps, tablet presences and mobile web:

- Simplified testing of mobile sites and apps with a free Moovweb debugger delivered as a Google Chrome plug-in
- The ability to easily add mobile-only features that create highly customized experiences for any device
- Improved performance with decreased mobile page load times using Image optimization, including support for WebP, Dynamic JavaScript concatenation, and advanced caching
- Expanded enterprise-grade cloud capabilities in new geographies for increased performance, security and redundancy
- Advanced A/B testing features for continuous improvement

Improved Project Management and Monitoring

- Simplified user access and project builds to speed development, increase security
- Expanded project analytics for more granular tracking of projects and results
- Real-time notifications via email to expand audit capabilities on critical project updates

“The new release of Moovweb makes it even faster and easier for enterprises to leverage their existing web assets, business logic and infrastructure to go mobile,” noted Hampton Catlin, CTO for Moovweb. “We’ve also delivered even faster performance for mobile sites and apps powered through the secure Moovweb cloud.”

Developers can get started using Moovweb 4 today by [downloading the updated, free developer tools](#). With the Moovweb Developer Tools, developers transform the live desktop experience to target mobile devices using Tritium, a simple scripting language. Developers then test and iterate using tools that include the Moovweb Debugger for Chrome. The final, polished



experience can then be easily pushed live to the Moovweb Cloud with one-button push-to-deploy.

About Moovweb

[Moovweb](#) is a next generation mobile platform for Responsive Delivery, transforming desktop sites in real time for phones, tablets, kiosks, and future endpoints. By leveraging existing web investments, Moovweb unifies web and mobile strategies, dramatically cutting cost and creating business agility. Enterprise developers, design agencies, and systems integrators can use Moovweb to deliver mobile sites and apps faster and improve their mobile experiences more quickly. The Moovweb platform is one of the world's busiest, with more than 15 billion mobile pages transformed this year alone for many of the world's largest mobile sites and apps, including Accenture, Cox Communications, Macy's, 1-800-FLOWERS.com, Sur la Table, Golfsmith, Vitacost, Kroger, Chico's, Sharpie and dozens of others. Moovweb is headquartered in San Francisco, with offices in New York and London.

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