



Press Release

FOR IMMEDIATE RELEASE

Introducing WRAP 2.0 – The Latest Generation of Agile Application Lifecycle Management Solutions to Dramatically Increase Productivity and Reduce Costs

WoodRanchTechnology builds upon decades of experience with launch of advanced, analytics driven, affordable agile project management toolset that instills real-time clarity and control into software development across any number of teams, sites and projects.

Simi Valley, Calif. – January 20, 2010 – WRT (<http://woodranchtech.com>), a thought leader and authority in the development of innovative, integrated agile life cycle tools for software development organizations of all sizes, today announced the launch of WRAP 2.0. The system sets the ground for consistent, efficient production of quality software by delivering optimal combination of tools, processes and infrastructure. To register for a free trial or guided tour, visit <http://www.agilewrap.com/products.html>.

Comprised of a powerful set of tools that empower organizations to successfully centralize management of software application requirements, iterations, releases, projects and defects, WRAP 2.0 is the first solution to make advanced analytics driven agile application lifecycle management software easily accessible to small and medium size organizations.

WRAP 2.0 offers fast ramp-up, low risk and cost containment benefits, inherent to its secure SaaS web based design. The solution maximizes speed and business value at all stages of software development for centralized and geographically dispersed cross-project teams. Organizations can now be equipped with powerful real-time knowledge and tools to balance resources and drive improvements in efficiency and accuracy across multiple dimensions of software development. WRAP 2.0 delivers many advanced capabilities at no additional cost, including data mart, built-in analytics, Web 2.0 collaboration, and SSL security. To maximize productivity, WRAP 2.0 supports many agile methodologies including SCRUM, XP and DSDM.

“During these demanding economic times, software development organizations are expected to do more with less. Therefore, they prefer affordable, easy to use technologies that can help them ramp-up quickly and improve the efficiency and quality of their application lifecycle management,” said Ashish Gupta, WRT’s Chief Technology Officer. “We deliver just that for both, local and international customers.” WRT boasts decades of solid experience in the development and management of complex data system projects for industry leading internet advertising, banking, retail, contact center, entertainment, biotech, software companies and others. “Unlike many other vendors, WRT delivers comprehensive functionality at a very affordable price to encourage adoption and long-term partnership,” said Neera Agarwal, WRT’s President. “WRAP 2.0 scales easily to help organizations make projects of any size a success.”

Contact WRT at (805) 413 2122 or visit <http://www.agilewrap.com> to request a live product demonstration. WRAP is free for non-profit and open-source organizations!

About WRT

WRT (WoodRanch Technology, Inc.) is a premier software innovator, focused on providing applications and services that bring agility, transparency and confidence to business software development. For more information, contact WRT at (805) 413 2122 or visit <http://woodranchtech.com>.

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