

Press Release

FOR IMMEDIATE RELEASE

WRAP 2.3 Empowers Users and Project Managers with New Tools for Agile Development Management

WoodRanch Technology's SaaS-based agile project management software now features Virtual Taskboard and Role-based Security

Simi Valley, Calif. – June 9, 2010 – With more firms working on development projects across multiple locations and with multiple deadlines, the era of managing it all with whiteboards, spreadsheets and conference calls is over. WoodRanch Technology's next-generation agile development software has consistently provided small to medium sized development companies affordable tools to streamline, secure, track and speed up product development and related communications. Today, WoodRanch Technology raised the bar with the release of WRAP 2.3, filled with powerful new features at an affordable price point.

WoodRanch Agile Projects (WRAP) is an integrated and full-featured Software-as-a-Service solution that gives project managers and developers a window into all major aspects of the development process. From Requirement Management and Iteration Management to Defect, Task and Release Management, WRAP's five individual modules fit together to create a holistic and highly effective approach to the agile application development lifecycle. Additionally, the role-based dashboards in WRAP offer a real-time view of everything users and managers need to know. To maximize productivity, WRAP supports many agile methodologies including SCRUM, XP and DSDM.

According to WoodRanch Technology CTO and Co-Founder Ashish Gupta, the reason more companies are moving to the WRAP agile software is simple. "WRAP gives developers freedom, flexibility, and visibility. Development of even the most complex projects is streamlined and manageable, and the end result is high quality software and an efficient development process." Gupta continued, "With our new virtual taskboard in place, along with detailed and easy to read analytical reports, WRAP users enjoy a unique advantage by way of unparalleled end-to-end visibility into a project's status, progress and quality."

Introducing WRAP 2.3:

WRAP 2.3 retains all the functionality and reliability of earlier versions while adding unparalleled power and new features designed to improve productivity and security. New features include:

- A Virtual Taskboard – For better project status monitoring and effortless collaboration, instead of post-its, index cards and dry-erase boards, WRAP version 2.3 offers a streamlined virtual and visual real-time card wall where users can drag and drop virtual multi-colored task and defect cards and get a complete view of the iteration progress in real time.
- Permission Granted (Or Not) – With WRAP's role-based permissions, finally developers can restrict access for some users and assign access and functionality to others based on their role in the overall development process.
- A Full Historical Perspective – Thanks to all of the extensive historical data that WRAP collects, it's now easier to see a complete history of Agile artifacts, including user stories, tasks, defects, sprints and releases.
- Secure Internet Based Communications – Now everyone, including free users, can securely communicate with WRAP using industry standard SSL.

With WRAP in place, global teams can easily and effectively collaborate on projects with anytime, anywhere access to critical data at every stage and gain a simple integrated view of the entire development process. The price for using WRAP is also impossible to beat. Not only does WoodRanch offers every organization unlimited use of its five WRAP licenses free of charge, additional licenses cost as little as \$15 per month, with yearly plans at a 20% discount. Plus, non-profits and open source firms can use WRAP for free.

About WoodRanch Technology, Inc:

Founded by industry trailblazers credited with developing some of the most widely-used, high volume web and business intelligence systems still in use today, Simi Valley based WoodRanch Technology is a premier software innovator making use of its cumulative half century of experience by providing applications and services aimed at enhancing business software developers' overall agility, transparency and confidence. In addition to their flagship Agile software product, WRAP, WoodRanch offers both training and process improvement consulting to any firm wishing to optimize their untapped potential. For more information, contact WRT at (805) 413 2122 or visit <http://www.agilewrap.com>.

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