

Contact: Tanja Wortel
H3R Investment
Phone: +31 686868 115
t.wortel@h3rinvestment.com

PRESS RELEASE



RULEARTS

H3R Completes Its Acquisition of RuleArts

HOUSTON and AMSTERDAM, October 21st, 2016 –H3R Investment (“H3R”), is pleased to announce that it has completed the acquisition of RuleArts LLC (“RuleArts”), a leading company in automated management of business rules, vocabulary, decisions, compliance and requirements. RuleArts combines its industry-leading tool RuleXpress™ and tool independent methodologies to deliver a wide range of high-quality solutions to large global enterprises across the world. The company serves large organizations to succeed in digitized business rule and vocabulary management.

“RuleArts has invested more than ten years to innovate the way subject matter experts work on detailed business specifications in structured natural language,” said Ron Ross, co-founder of RuleArts. “H3R has a proven track record of growing enterprise modeling software businesses. We are quite pleased to have a partner that shares our vision and strategy and look forward to seeing their resources and expertise applied in accelerating worldwide adoption of automated verbalization support for policy authors, decision makers, and other professionals in the space.”

“RuleArts is a recognized leader in the rapidly evolving business decision and business rule management markets, which are currently experiencing significant tailwinds driven by increasing pressure on companies to manage their strategic and operational knowledge,” said Henry Franken, CEO of H3R. “RuleXpress™ is an exceptional software platform that is well positioned to benefit from these trends. We look forward to fostering its next phase of technical and commercial growth.”

About H3R

H3R Investment specializes in growth acceleration of business design firms. H3R focuses on acquiring small companies in the business analysis and design space and growing them to maturity. Specific areas of expertise are software platforms, best practices and consulting services for the analysis, design and management of business models, rules, vocabulary, architecture, data and process.

About RuleArts

RuleArts was conceived in November 2004 as a joint venture of Business Rules Solutions (USA) and LibRT (The Netherlands). It was based on the strong belief that technology-independent business rules and vocabulary should be owned by the business. The joint expertise of Business Rules Solutions, with extensive experience in business-based rule expression and management, and LibRT, in formal rule verification and language technology, resulted in the development of RuleXpress™. The founders and previous principals of RuleArts (Ron Ross, Gladys Lam, and Silvie Spreeuwenberg) will become members of the Product Advisory Board for RuleXpress™.

For additional information, please contact Tanja Wortel at (+316 868 861 15) or via e-mail at t.wortel@h3rinvestment.com.