

Microsoft buys Israeli company Zoomix for estimated \$35m

By Guy Grimland

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Microsoft said Monday it has agreed to buy Zoomix, an Israeli start-up specializing in data quality software. The deal is estimated at between \$25 million and \$35 million.

Zoomix's system uses guided self-learning technology to build knowledge on how to parse, match, classify and clean data, and applies what it has learned to every new piece of information fed into the system, even if it has not encountered similar data before.

Microsoft is hiring the Zoomix workforce for its research and development center in Israel. Zoomix's technology will be integrated into Microsoft's SQL Server Data Platform.

This is Microsoft's eighth such acquisition in Israel. "Microsoft's additional investment in Israel takes our R&D center into the field of solutions for databases, a field that is growing rapidly and is very strategic for Microsoft International. Zoomix will contribute a critical layer of data improvement to Microsoft's SQL Server Data Platform," said Moshe Lichtman, VP at Microsoft International and president of R&D in Israel.

"This capability will enable organizations to meet the requirements of complex information systems, and to streamline business processes, and is therefore expected to have a great impact on the organization's bottom line," he added. "We are delighted that the Zoomix staff will be joining our R&D center in Israel, and we congratulate them on their impressive achievements."

Zoomix CEO Amir Biran is similarly enthusiastic. "Our goal at Zoomix is to leverage new, sophisticated technological approaches to address critical data quality challenges, in line with enterprise business processes," he said.

"Microsoft has the vision and the business scale required to maximize the potential of Zoomix's core technologies by building them into data quality solutions which will provide in-line data improvement capabilities for a variety of applications and industries. The company's employees are excited about the technological and business challenges that they are anticipating upon becoming part of Microsoft."