



money כלכלה

Microsoft buys Israeli start-up for \$25 million

Data quality software firm Zoomix latest Israeli acquisition for Microsoft, will be annexed into the corporation's R&D center

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Global computer technology giant Microsoft announced on Monday it has signed an agreement to purchase Israeli start-up company Zoomix, which focuses on data quality software. The deal is estimated to be worth \$25 million.

Zoomix's innovative system uses self-learning technology capable of analyzing, classifying and cleaning large volumes of data while applying what it continues to learn to every new piece of information, even if it has not encountered similar data before.

The technology will be incorporated into Microsoft's SQL Server group and Zoomix employees will join the company's development center in Herzliya.

Zoomix CEO, Amir Biran, said the company was excited about "the technological and business challenges" anticipating upon joining Microsoft.

"Our goal at Zoomix goal is to leverage new, sophisticated technological approaches to address critical data quality challenges in-line with enterprise business processes. Microsoft has the vision and the business scale required to maximize the potential of Zoomix's core technologies," he said.

Moshe Lichtman, vice president of Microsoft International and president of R&D 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.