

NEWS RELEASE

MID Invites you to the 9th Innovator User Conference

Unlimited Modeling at Insight 2011

Nuremberg, October 6, 2011 - MID GmbH: MID invites its customers and prospective customers to the 9th Innovator user conference, Insight, November 29, 2011 in Nuremberg. First-class keynotes from BITKOM chairman Prof. Dieter Kempf and the internationally-renowned software technology expert Dr. Peter Hruschka, member of the Atlantic Systems Guild. MID will take its participants on a journey through time to Innovator 2015 and show the possibilities available now for aligning business and IT using one model and why this is an important competitive advantage for companies in the future. The latest products can be tried out in power workshops. Notable customers will share their project experiences. The icing on the cake will then be the "No Limits" talk given by the extreme sportsman Joey Kelly, which ties in nicely with the theme of this year's Insight - "Unlimited Modeling".

You can find more information about the schedule and register here:

www.mid.de/insight

"This year's event is aimed at those who make business decisions. We want to show them trend-setting concepts for successfully linking business and IT." stresses MID managing director, Jochen Seemann.

IT governance and compliance can be ensured in the longterm by describing all processes in one central model and developing them further there - from business requirements made by the operating department right through to system development.

MID has been developing its modeling methodology M³ to offer optimum support when aligning business and IT and when readying governance approaches to put into practice. The new M³ will be showcased at the Insight using integrated examples taken from real life situations for model-driven SOA and BI.

Visitors can take part in the power workshops and demo sessions at the Insight to discover how Innovator has revolutionized collaboration and coordination of business and IT. Find out how to integrate requirements from Word into models, how to visualize model relationships and how to use data models to link the process world with applications and databases: and all of this in just one central Innovator model!

Why business and IT alignment is mission critical will also be the topic of the Insight panel discussion. All visitors will be invited to offer their opinions about the concepts for the future being presented.

You can find the schedule and online registration here: www.mid.de/insight. Please register now for a place at Insight 2011 November 29, 2011 to avoid disappointment as there are only a limited number of places available.

MID – the modeling company

MID teams are focused on central modeling as a reference for extensive processes in companies and big IT projects. Top German companies and authorities rely on the products, knowledge and support provided by MID - the modeling company. More than 100 specialists put this vision of realizing efficient and effective IT systems with concrete requirements for processes and products into practice. And all this, for more than 30 years.

Processes are created in the standard notations BPMN 2.0 or UML 2.1 and can be seamlessly transferred into UML or ERM software models. The aim is to develop or generate executable code. A perfected rights and roles concept for all stakeholders, transparent collaboration and powerful functions ensure your model success.

www.mid.de

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