

NEWS RELEASE

MID Reveals New Ways and Means for Communication Between Business and IT

Improved Communication for IT-Business Alignment

Nuremberg, December 8, 2011 – MID GmbH: The roadmap for 2012 took participants to Insight 2011 on a trip in time to see what the future holds in store for communication and traceability with Innovator: they saw what it would be like to work in an Innovator portal searching for model versions and documents in a model warehouse and mapping business processes with a BPM SOA suite for Oracle onto an SOA landscape. "No Limits - Unlimited Modeling" was the theme of the 9th Innovator user conference on November 29, 2011. The Innovator community enthusiastically absorbed the three top-class guest speakers, the sold out workshops and the variety of different talks drawn from practical examples given by clients, partners and MID specialists.

You can see impressions and all copies of the speech for Insight 2011 under www.mid.de/insight

Innovator will carry out complete realization, from business processes right through to SOA; this goes far above and beyond a mere technical bridge, such as that seen in the likes of BPEL generation. MID managing director and product strategist, Jochen Seemann, continues to extend the Innovator role concept. The end of 2012 will see a BPM SOA suite available for Oracle which will offer optimum mapping of business processes onto an existing SOA landscape.

Communication with business is another point focused on during further development of Innovator. The aim is to provide models as a source of information for all stakeholders.

"Communication is the key to integrating business and IT. This is why we want to make all the information found in models available to all participants. Even those not familiar with using Innovator will soon be able to get all model information from the web" explains Jochen Seemann.

Innovator's process animator is already being intensively used to document scenarios and as a way for all stakeholders to be able to follow processes as they are animated making them easier to understand. This is how MID's partner company, Aptero Solutions Ltd., managed to successfully convince one customer of the advantages of models compared to simply using diagrams. You can find more information in the copy of the speech under www.mid.de/insight along with the BPMN tutorial "Animating Scenarios in BPMN Processes" under http://youtu.be/EQ_DyOQ9pRg.

Jochen Seeman took the Insight as an opportunity to showcase how Animator has been further strengthened and to let everyone know that it will be

available as a plug-in this year. Photos and documents can be shown for each process step when running through the process animation.

The high demand for the new Innovator functions designed for improved communication and transparency also shaped the topics the sold out workshops were based around: editing requirements in Microsoft Word and using them in the model; visualizing model relationships with the whiteboard diagram; animating processes; defining and presenting flow scenarios; transparent integration of data models. The waiting list and feedback from workshop participants was unanimous - more and longer workshops, please!

One participant poignantly commented that the keynotes were "each unique in their own special way":

BITKOM president, Prof. Dieter Kempf, provided a humorous and self-deprecating look beyond the ordinary in the world of IT with his talk "ITK - The Driving Force Behind the Germany Headquarters" which saw him explore the enormous potential and high-level of responsibility required by IT.

Dr. Peter Hruschka (Atlantic Systems Guild) demonstrated the power of visualization in his talk ... without even needing to use a Power Point presentation, a projector or a screen! His talk with many invaluable tips about "Starting ... and Ending Projects Properly" really struck a chord with his audience.

Joey Kelly's exhilarating and interesting talk about his extraordinary life as an extreme sportsman, businessman and showman as a member of the Kelly Family saw one or two jaws drop in the audience. He concluded his talk giving away the secrets to his success and proved his stamina in a marathon autograph signing and posing for photos with the participants after his talk.

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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 or UML 2 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

About Innovator

With Innovator 11 R4, MID offers a mature solution for corporate modeling of processes and IT systems. Extensive functions support the powerful product, specifically various roles within the company and projects. Innovator enables effective and efficient integration of business and IT thanks to current standards used and effective extensions for its applications. Innovator is available for various roles:

- Innovator for Business Analysts
- Innovator for Software Architects
- Innovator for Database Architects
- Innovator SAP Integration
- Innovator Office Integration

www.innovator.de

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