

PRESS RELEASE

FOR IMMEDIATE RELEASE

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**BUSINESSGENETICS® ANNOUNCES LAUNCH OF NEW PRODUCT SUITE FOR SAP SOLUTION MANAGER
BUSINESSGENETICS SAP® SOLUTION SUITE**

Denver, CO, November 16, 2009— [BusinessGenetics®](#), a pioneer in the Business modeling, business requirements, business improvement and IT automation markets, announces the launch of their new solution suite, [BusinessGenetics for SAP®](#). The [BusinessGenetics SAP® Solution Suite](#) decreases project costs and cycle time for new implementations, upgrades and maintenance. The suite will augment the powerful BusinessGenetics® business-friendly modeling methodology and tools and consists of two modules: BusinessGenetics for SAP Blueprint and BusinessGenetics for SAP Profiling.

[BusinessGenetics for SAP® Solution Suite](#) seamlessly and bi-directionally integrates BusinessGenetics' business models with SAP® Solution Manager transaction information. BusinessGenetics for SAP® Blueprint addresses the Blueprint Phase of SAP® installations, upgrades or maintenance projects. In addition, Business Requirements Documents and ASAP Business Process and Design Documents and Functional Specifications for Enhancements, Interfaces and Conversions can be produced. The result is reduced project time and cost by aligning the business with IT and SAP® throughout the life of the project. Through the methodology all project stakeholders are able to speak the same language and understand what needs to be delivered. For upgrade projects and/or monitoring the installed SAP® Solution BusinessGenetics for SAP® Profiling shows transaction usage by type, volume, SAP® module and authorizations (who is using which transactions). The product will assist in system standardization analysis, compliance / governance - risk analysis, process optimization, upgrade analysis and implementation support.

“[BusinessGenetics](#) is thrilled to launch our new [BusinessGenetics for SAP® Solution Suite](#). This Suite positions us to be the leader in providing a full “lifecycle suite” from project inception, install, upgrade optimization and beyond. In the recent events surrounding this SAP® market space we believe our “business friendly” solutions are the answer to the SAP® project success,” shares Steve Baker, BusinessGenetics® President. “Our suite of products provides business-focused models which upload directly to SAP Solution Manager to provide the best baseline for process-driven configuration and a robust set of tools to monitor your SAP Solution.”

“Application Life-Cycle Management for SAP®” is supported by the SAP® Solution Manager tool. Using SAP®- featured environments in combination with BusinessGenetics® software and methodology reduces costs and risks and increases efficiency from the start of your SAP® projects through SAP® ERP end-to-end solution operations”, states Heinz-Jürgen Scherer, Management Director for BPM-X.

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About [BusinessGenetics](#)[®]:

BusinessGenetics, a consulting, software and education organization, is a pioneer in the business process modeling industry with the only business friendly, comprehensive and scientific approach to describing business organizations. Developed over a 30 year period, the approach is business-facing and enables the most explicit, rapid, and repeatable depiction of a business in a five-dimensional model. It has been proven within the Fortune 500 and Federal Government, and has been used to quickly and effectively solve some of the most complex business problems. BusinessGenetics is headquartered in Englewood, Colorado and operates throughout world. For more information on BusinessGenetics visit www.businessgenetics.com.