

PRESS RELEASE

FOR IMMEDIATE RELEASE

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BUSINESSGENETICS® ANNOUNCES PUBLICATION OF SECOND BUSINESS REQUIREMENTS WHITEPAPER

Denver, Colorado, May 19, 2009 — [BusinessGenetics®](#), a pioneer in the Business Modeling, Business Requirements, Business Improvement and IT automation markets, is proud to announce the publishing of their most recent whitepaper, "[Business Requirements – A New Definition](#)" written by BusinessGenetics® CEO, Cedric Tyler. The whitepaper was published on May 12, 2009 by [Requirements Networking Group](#), who had also previously published another paper Mr. Tyler had authored titled, "[Business Requirements – An Inconvenient Truth](#)" on October 20, 2008. The publishing of the white papers strengthens BusinessGenetics® continued leadership in Business Requirements definition, auto-generation and documentation.

The two papers published through Requirements Networking Group follows [BusinessGenetics® launch of their xBML Business Requirements Auto-Generator](#) (xBRD), in early 2009. Most software tools in the Business Requirements industry provide functionality associated with the *management* of existing requirements. The BusinessGenetics® software enables, for the first time, a unique capability to *automatically generate* Business Requirements from business (process) models. The software uses advanced inference logic to identify and encapsulate Business Requirements implied or embedded in the business (process) models. Clients will not only benefit by having a complete and consistent description of their business operation, but are now able to automatically translate these business descriptions into a consistent, detailed, clear and concise Business Requirement Document (BRD) that can be used by their IT counterparts to build, configure, integrate and/or select appropriate application systems.

"Being in the IT industry since the beginning of my career I am proud to see BusinessGenetics® leading the way for Business Requirements definition and standardization. The automatic generation of a BRD represents a significant step forward for the industry, with great potential to improve IT project success and significantly streamline the business to IT interface. The benefit of eliciting such detailed and comprehensive Business Requirements in a fraction of the time traditionally taken, as well as ensuring greater accuracy, is potentially enormous." shares Cedric Tyler CEO of BusinessGenetics®. "Our clients, industry analysts and academics are greatly impressed by our ability to push the envelope of what is expected from Business Requirements. We have built our reputation by going outside the norm, and this is just another way we are transforming the industry."

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About BusinessGenetics®:

BusinessGenetics® pioneered the eXtended Business Modeling Language (xBML®), a revolutionary business modeling methodology that provides a new, scientific view of the business world and enables a quantum leap in business understanding, insights, and improvement. Developed over a 30 year period, xBML® is business-facing and enables the most explicit, rapid, and repeatable depiction of a business in a five-dimensional model. xBML® 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. Headquartered in Englewood, Colorado, BusinessGenetics® offers education services and consulting based on xBML®, and is an affiliate of xBML® Innovations. For more information on BusinessGenetics or xBML visit www.businessgenetics.com. ###