

PRESS RELEASE

FOR IMMEDIATE RELEASE

Thursday, August 20, 2009

Pamela Power, Marketing Director pam.power@businessgenetics.com

BUSINESSGENETICS® BEGINS DEVELOPMENT ON NEW SAP® PRODUCT SUITE CONNECTING TO SAP® SOLUTION MANAGER AND REDUCING SAP® PROJECT COSTS AND CYCLE TIME

Denver, CO, August 20, 2009 — BusinessGenetics®, through years of business modeling and requirements gathering experience, recognized the need to use their robust methodology and tools to decrease costs and improve cycle time of SAP® implementations. Leveraging SAP® Solution Manager and the robust technology of BPM-X, BusinessGenetics® and BPM-X are pleased to announce their partnership to provide a market leading SAP® product suite: “BusinessGenetics SAP Solution Suite”. The suite will augment the powerful BusinessGenetics® Business Modeling methodology and tools and consist of an ASAP Methodology Documents Generator, SAP® Business Requirements Document Generator and the SAP® Solution Manager Connector.

The “BusinessGenetics SAP Solution Suite” will seamlessly and bi-directionally integrate business models and software data directly into and out of SAP® Solution Manager.

Module one: “BusinessGenetics for SAP Blueprint” addresses the Blueprint Phase of SAP® installations, upgrades or maintenance projects. The process begins with SAP®-provided reference models and ends with rationalized, robust business Future State models, which align with how SAP® works and support the inherent structure of SAP® Solution Manager. 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. All parties speak the same language and understand what needs to be delivered.

Module two: “BusinessGenetics for SAP Profiling”. For SAP® upgrade projects and/or monitoring the installed SAP® Solution, this product shows transaction usage by type, volume and 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.

The “BusinessGenetics SAP Solution Suite” will position BusinessGenetics® to be the leader in providing a full “lifecycle suite” from project inception to install optimization to upgrade optimization and beyond.

"BPM-X and BusinessGenetics® are thrilled about the upcoming release of the "BusinessGenetics SAP Solution Suite". In the recent events surrounding this SAP® market space, we believe this is an ideal time to enrich our "business friendly" products with the proven connectivity capabilities of BPM-X," shares Steve Baker, BusinessGenetics® CEO. "Our suite of products widens the choices organizations have when choosing SAP® alliance products."

"Application Life-Cycle Management for SAP®" is supported by the SAP® Solution Manager tool which implements proven SAP® methodologies like ASAP and Run-SAP as well as ITIL compliance in your organization. Using this featured environment in combination with BusinessGenetics® software and methodology reduces costs and risks from the start of your SAP® projects and offers increased efficiency of SAP® ERP end-to-end solution operations", states Heinz-Jürgen Scherer, Management Director for BPM-X.

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, 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. Headquartered in Englewood, Colorado, BusinessGenetics offers education and consulting services. For more information on BusinessGenetics visit www.businessgenetics.com.

About [BPM-X](#):

BPM-X develops and markets the BPM-Xchange® software for universal model transformations. The integration software handles equally well versatile processes from completely different domains. However, our primary technology focus is on business process models (BPM). Strict adherence to worldwide process standards ensures BPM-Xchange® clients easy and natural process certification and conformance. BPM-Xchange® steadily increases market value of the processes in your organization through the flexible integration of your proprietary know-how into the best practices of the international process management standards. For more information on BPM-X visit www.bpm-x.com.