

No Magic Press Release

No Magic Showcases Crisis Preparedness Solutions and Services at National Forum on Public Safety and Criminal Justice

Crisis Planning Can Save Lives, Protect Public, Link Law Enforcement

Allen, Texas (July 27, 2012) No Magic Inc., the leading global provider of modeling, simulation and analysis solutions announced today that it will be presenting its crisis management planning solutions and services at the IJIS National Forum on Public Safety & Criminal Justice Conference.

The conference, beginning tomorrow, converges public safety, law enforcement and homeland security officials from across the United States. At the conference, No Magic will highlight its Cameo Suite crisis management capabilities. Cameo Suite accelerates the ability for crisis planners to visualize and simulate scenarios and optimize responses before a crisis occurs.

“We believe it is critical that public safety leaders model each and every crisis situation they can think of....and even the unthinkable, because that is what often occurs,” says Gary Duncanson, CEO of Allen, Texas-based No Magic. “Our solutions allow emergency planners to visualize the overall complexity of a possible crisis, simulate the crisis, then review the event for gaps in crisis strategy response and planning.”

In a simulation video being shown to criminal justice leaders and key policymakers attending the conference, MagicDraw, a component of the Cameo Suite, models a school shooting. The video demonstrates how modeling assists planners in taking the necessary critical actions as a crisis develops.

No Magic is also partnering with Model Driven Solutions to launch No Magic’s innovative Cameo NIEM-UML plug-in. (National Information Exchange Model). This breakthrough software solution leverages UML (Unified Modeling Language) to facilitate NIEM information sharing by allowing complex data to be shown in visual models, versus hard-to-read XML textual data.

“Using this enhanced interoperable capability, we can more effectively collaborate to combat terrorism, improve intelligence and make our processes more efficient,” says Cory Casanave, President, Model Driven Solutions.

“This technology represents an important advancement in facilitating timely information exchange, which is so important to response teams needing to work together in a crisis,” says Duncanson.

According to the National Research Council, modeling tools are essential for threat planning and decision-making. And in today’s security-heightened awareness in airports, schools and other public spaces, modeling tools are essential for threat assessment and being recommended for crisis responders to work more efficiently and effectively as the chaos and the complexity of the crisis unfolds.

Following the tragic events of September 11, 2001, The U.S. Department of Justice considered one of its major priorities to facilitate multi-jurisdictional information sharing across law enforcement and homeland security organizations and knock down technology barriers. NIEM technology was born in 2005, spurred by the need for standards to facilitate interoperable information exchange between jurisdictions.

About No Magic

One of the most respected providers of standards-compliant modeling, simulation and analysis solutions in the industry, No Magic is positioned by Gartner, Inc. in the Magic Quadrant for Business Process Analysis Tools. The Cameo® Suite supports the full enterprise application life-cycle from business requirements/planning through and including final testing with award-winning, OMG™ standards-compliant products that efficiently model organizational structure, business processes, applications, information and technology. MagicDraw® supports multiple domain-specific models based on UML® including: BPMN™, SysML™, fUML, DoDAF/UPDM, MDD, SOA, unit testing, data modeling, simulation and activity-based model-driven costing. Professional services include training, consulting, custom applications and MagicDraw® product customizations such as custom modeling domain diagrams, requirements management, team collaboration, design and analysis.

PR Contacts

No Magic, Inc. : Raymond Hertz: +1 214 291 9100

E-mail : ray@nomagic.com

Web: www.nomagic.com