



## **No Magic and Mia-Software Sign Technology Partnership Agreement**

***Mia-Studio plugin for MagicDraw® enables transforming models  
according to each organization standards and norms***

Plano, TX / Chicago, IL, April 14, 2009. No Magic, Inc., a leading provider of award-winning architecture modeling solutions and Mia-Software, provider of Mia-Studio and Mia-Modernization for code generation, model transformations and reverse-engineering, have closed a technology partnership agreement in order to combine the benefits of Unified Modeling Language™ (UML®) with Model-Driven Architecture® (MDA®). This partnership is strengthened by closer cooperation as well as coordinated sales activities and marketing promotions.

"We are pleased to further solidify our relationship with Mia-Software not only by continuing our tight product integrations but also by working together to enhance our combined sales and marketing efforts", said Gary Duncanson, President and CEO of No Magic, Inc. Mr. Duncanson continues, "Our partners are key to No Magic's mission of providing the most cost-effective best-of-breed solutions through the integration of tools making the end product of more value than the sum of the individual offerings. This partnership is an especially good fit since our partnership with Mia-Software has shown great results in Europe specifically focusing on vertical industries that complement our own throughout the world. I receive regular feedback from our clients telling us that Mia-Software's MDA® solution is one of the easiest-to-use in the industry".

"MagicDraw® is the best UML® modeling tool on the market. It is the one chosen by our customers for its strong support of standards and its customization capabilities. The combined usage of Mia-Studio with MagicDraw® allows companies to leverage their models by transforming them according to their own technical constraints: software architecture, frameworks, design patterns and coding rules", said Vincent Hanniet, CEO of Mia-Software.

MagicDraw® is an award-winning business process, architecture, software and system modeling tool with teamwork support. Designed for Business Analysts, Software Analysts, Programmers, QA Engineers, and Documentation Writers, this dynamic and versatile development platform facilitates analysis and design of Object-Oriented (OO) systems and databases. With No Magic's active participation in the Object Management Group™ (OMG™) including Mr. Duncanson serving on the OMG™ Executive Board of Directors, both MagicDraw® and Cameo™ Suite product lines are the most standards-compliant implementations in the entire industry. This ensures corporate enterprises have tool interoperability and data portability across disparate tools and platforms.

Mia-Studio is a template-based code generation engine which comes with a user-friendly environment for developing, testing and executing the generation rules. Additional facilities such as handcoded fragments preservation, possibility to perform model transformations before the generation or debugging mechanisms provide a very powerful solution to industrialize development and maintenance of critical applications with UML® models. The plugin for MagicDraw® allows launching the generation directly from

the modeling tool. Mia-Studio has been used for over 10 years on many different sectors such as Aeronautics, Bank, Insurance, Administration and Transportation as well as targeting technologies such as JEE, .Net, C, C++, Ada and Cobol.

With Mia-Modernization, Mia-Software also provides custom reverse-engineering capabilities to MagicDraw<sup>®</sup> for Java, C#, C and Cobol platforms. Transformation from source code to UML<sup>®</sup> is driven by rules reflecting your own coding and modeling norms.

### **About No Magic**

No Magic Inc., a leading solutions provider of business process and architecture modeling software with its MagicDraw<sup>®</sup> and Cameo<sup>™</sup> product lines now called "Cameo<sup>™</sup> Suite", supports the full application lifecycle of your enterprise from the business requirements and planning process through final testing with award-winning, standards-compliant products that efficiently model your organizational structure, business processes, applications, information and technology. MagicDraw<sup>®</sup> supports multiple domain-specific models based on UML<sup>®</sup> including: BPMN, SysML<sup>™</sup>, DoDAF/UPDM, MDA<sup>®</sup>, MDD, SOA, ontology, unit testing, data modeling and more. Service offerings include training, consulting, and custom applications and product customization for any part of the MagicDraw<sup>®</sup> suite of tools such as custom modeling domain diagrams, requirements management, team collaboration, design and analysis.

Founded in 1995, No Magic Inc. is headquartered in Plano, Texas with operations worldwide. Further information is available by visiting <http://www.nomagic.com>.

### **About Mia-Software**

Mia-Software is a software editor specialized for the Model-Driven approach.

Mia-Software aims at industrializing, with good agility, the development and maintenance of the Information Systems of large companies and specialist software development companies, regardless of industry sector. Mia-software has more than 100 customers all over the world.

- Mia-Studio automates the development and refactoring of applications (.NET, J2EE...) while following the standards of the OMG (MDA: Model Driven Architecture, UML)
- Mia-Insight is a suite of software mapping and legacy analysis applications, regardless of their volumes and their heterogeneity (mainframe, client / server, NTIC)

Based in Paris, Brussels, Nantes and Toulouse, Mia-Software has many cross sector references and several business and/or technology partnerships (Microsoft, IBM, SUN, etc.). Mia-Software is a subsidiary of Sodifrance, IT consulting firm specialized in automated processing of IS, listed on Euronext Paris.

### **PR Contacts**

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