PRESS RELEASE

No Magic takes Eclipse-Based Requirements Capture and Management into the Next Generation

No Magic releases new 4th generation business and software engineering requirements management tool, Cameo Requirements+.

Plano, TX, July 30, 2008. No Magic, Inc., a leading vendor of business architecture and modeling software, announces the release of Cameo Requirements+ 2.0. This version of the 4th generation business and software requirements management tool adds extreme flexibility for business users to define business requirements that meet their process and business goals. A business can now truly create, manage, and manipulate requirements and related information without boundaries. Cameo Requirements+ can relate any kind of information you can imagine. Information can be laws, rules, media, documents, web pages, or any other type of custom data that applies specifically to your unique business needs. A business analyst can define the constraints and relationship between each special element for his specific business domain. Specific business rules can be defined within the tool to enforce a high level of data integrity and correctness, thus allowing the business analysts to prevent human error.

Cameo Requirements+ redefines how business and IT stake holders create, manage, and communicate requirements. Gary Duncanson, President of No Magic, Inc. and member of the OMG's Executive Board of Directors announces the No Magic Vision for their requirements element in their new Cameo Suite.

"Enterprise users within banking, finance, insurance, aerospace, defense, government and others need to manage large sets of requirements and related information these days. None of the other tools on the market do this well. Cameo Requirements+ solves this problem. Cameo Requirements+ aligns IT and business goals through business requirements management. Classifications of different types of data, their relationships, and their dependencies, along with deep analysis capabilities are just some of the features that Cameo Requirements+ enhances requirements management. The same requirements in Cameo Requirements+ can be viewed by the business or IT in their own way. The business side can see models and requirements in BPMN and the IT side can see the same view of models and requirements in UML, SysML, DoDAF and others. When we add new Cameo Business Modeler Product (early Fall 2008) to our Cameo Suite, we will have even more ways to allow Business and IT of organizations to be aligned, share data, and communicate like never before seen in the industry. Our new Cameo DataHub and Cameo Requirements+ products tie these together."

Traceability is another important benefit of Cameo Requirements+ for business and software requirements management. Once the user finalizes the model, the relationships can be made between requirements, tests, components, artifacts, and other related data. This enables the user to generate a dependency matrix, which is a graphical view of the dependencies (relationships). Based on this dependency matrix you can accurately calculate the impact for any proposed change to the system.

About the Technology:
The flexibility derives its strength by using a user customizable Eclipse eCore schema (based on OMG's MOF standard). The Cameo Requirements+ is based on the Eclipse and ensures the business elements, their relationships, OCL constraints, design, artifacts, media, and rules can be represented in Cameo Requirements+. This domain specific schema without doubt will drive the requirement engineering process to ensure requirement data integrity and correctness are captured during the requirements gathering phase and can be transformed into platform independent model (PIM) or a domain specific language (DSL) within MagicDraw.

Pricing and Availability

For information about Cameo Requirements+ 2.0, contact your sales@nomagic.com and to try a free trial version, register and download a copy online at http://www.cameoalm.com.

Cameo Requirements+ is now available for purchase for $999.

Software Assurance Contracts allow customers to receive the new releases with prices starting at $199*. (* If bought with the original purchase.)

About No Magic:

No Magic, the 2nd oldest vendor of architecture and business modeling software with its MagicDraw Product Line (Celebrating 10 year Product Line Anniversary on 7/5/2008), supports the full life-cycle from the requirement and planning process through testing with award-winning, OMG standards-compliant software that quickly architects and models your organizational structure, business processes, applications, information, and technology. MagicDraw supports multiple domain specific models, including UML, BPMN, SysML, DoDAF, MDA, unit testing, data modeling and more. Service offerings include training, consulting, and custom applications, and product customization for any part of the MagicDraw suite of tools like 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 on No Magic can be found at www.nomagic.com.

Additional Information

No Magic, Inc.
Corporate Headquarters
7304 Alma Drive, Suite 600
Plano, TX 75025, USA
Phone: +1-214-291-9100
Fax: +1-214-291-9099

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