

## PRESS RELEASE

# No Magic and Prima Solutions Signs Technology Partnership Agreement

Prima Solutions Reference Insurance Model built on MagicDraw enables Insurance organizations to provide business users with a consistent unified view of customer data across multiple systems.

Plano, TX / Chicago, IL, August 27, 2007. No Magic, Inc., a leading vendor of award-winning architecture modeling software MagicDraw, and Prima Solutions, provider of Prima IBCS™ and Prima Repository™, the Foundation for SOA (Service Oriented Architecture) Insurance Applications, have closed a Technology partnership agreement in order to bring the benefits of UML (Unified Modeling Language), Business Process, and MDA (Model Driven Architecture) to Insurance organizations. This partnership will be further strengthened by closer cooperation at the sales and marketing areas. MagicDraw is now shipping with a sample of the Prima Solutions Insurance Reference Model included.

"Our strengthened partnership with Prima Solutions expands the power of the most standards compliant modeling software together with an insurance reference model and robust repository specifically dedicated for insurance companies to maximize ROI throughout their business units while lowering both short and long term costs of architecting and maintaining current and existing applications, including encouraging reuse. MagicDraw has the best modeling capabilities and the unique engine for customizations of the domain specific languages (DSL), while Prima IBCS has the proven methodology and a set of tools for the insurance. Prima Solutions' reference models provides a fully documented, content rich, data model covering all lines of business and organized along insurance domains providing a common semantic to publish all data and services", said Gary Duncanson, President of No Magic, Inc.

"We are thrilled by the opportunity of working closely with No Magic and being able to deliver our reference model with MagicDraw to Insurance organizations. MagicDraw is the most comprehensive and agile UML modeling tool on the market, supporting the latest standards which are fully leveraged by IBCS. The combined usage of IBCS in MagicDraw and Prima code generation utility allows insurance companies to drive their business requirements into consumable assets for the IT organizations", said Hugues Delannoy, President & CEO of Prima Solutions.

Prima Solutions has used MagicDraw as its UML modeling front-end for years. MagicDraw is the award-winning business process, system architecture, and database modeling tool, UML 2 based, with full round trip engineering on its own, and with interfaces to major MDA tools. It provides the industry's best code engineering mechanism (with full round-trip support for J2EE, C#, C++, CORBA IDL programming languages, .NET, XML Schema, WSDL), as well as database schema modeling, DDL generation and reverse engineering facilities. Partnerships take advantage of well formed interfaces with leading MDA tools: Mia-Studio, OptimalJ, AndroMDA, ArcStyler, E2E Bridge, openArchitectureWare and Blu Age.

Prima IBCS is an extensive insurance object model covering most of the insurance domain areas. It is the result of several years of R&D insurance experts and object oriented specialists. Prima Solutions has described in UML2 dozens of business service definitions which are consistently defined with the data manipulated. With more than 1000 documented classes, the model provides an excellent jumpstart for

any specific company context. From a product standpoint, it covers every category: Life (group and individual), P&C but also covers new business, underwriting, policy lifecycle and claims processing.

Prima IBCS 5 is packaged with a template-based generation toolset based on MIA-Generation engine from MIA Software that supports a Model Driven Architecture (MDA) approach. Hundreds of ACORD elements (Life and P&C code lists) are integrated in our Life and P&C model. With this revolutionary model driven approach to implementation, it is now easier to generate XML, Java, C# and other assets in order to maintain consistency between all data formats and structures included in screens, workflow rules, business rules, and external messages. This approach also guaranties the synchronization between the model, the documentation, the implementation and its integration within the IT infrastructure.

#### **About No Magic:**

No Magic, a long time industry leading vendor of architecture and business modeling software with its MagicDraw Product Line, supports the full life-cycle from the requirement and planning process through testing with award-winning, 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](http://www.nomagic.com)

#### **About Prima Solutions:**

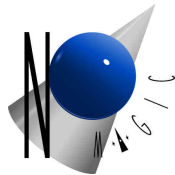
Prima Solutions provides standard-based software to support incremental transformation of existing Insurance IT systems into component-based Service Oriented Applications. Built around an extensive Insurance Reference Model (Prima IBCS), a template-based code generation toolset and an innovative business service repository, Prima Repository complements existing infrastructure to enable a pragmatic and efficient approach to SOA transformation. Dedicated to the insurance industry, Prima Solutions offers new technology to promote Reusability and renewed Business and Technical Agility.

Founded in 1999, Prima Solutions operates globally from offices in Paris and Chicago. Customers include Safeco, Generali, RLI Corp., EuroLife, Kiln, Farm Bureau, B2V, CNP Assurances, Swiss Life, Groupama/GAN and AGPM. Projects implemented by these customers involve General, Health, Life and Pension Insurance products for core distribution, underwriting, policy administration and claims processing. Prima Solutions is owned by 33% by ILOG.

Prima Solutions is a member of ACORD and OMG.

Further information on E2E can be found at [www.prima-solutions.com](http://www.prima-solutions.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

###

All product and company names herein are trademarks of their respective owners.