

No Magic & E2E introduce Cameo E2E Builder at the Gartner Symposium/ITxpo 2013 in Orlando

*Product Launch Brings Executable UML, BPMN
and Model-Driven Security to a Broader Audience*

Allen, Texas and Basel, Switzerland (October 15, 2013) No Magic, Inc., the leading global provider of integrated modeling, simulation and analysis services and solutions, and E2E Technologies, provider of the process-oriented Business Middleware E2E Bridge, today announced the global availability of the Cameo E2E Builder at the Gartner Symposium/ITxpo 2013 in Orlando.

The joint product bundle, priced at under \$1,000, features proven model-driven integration tools from E2E and No Magic. The highly integrated development environment for executable UML and BPMN allows developers, business analysts and enterprise architects the ability to create, debug and test highly secure, Cloud-ready enterprise integration solutions, dramatically reducing integration risk. Cameo E2E Builder includes a model compiler, a model debugger, model-based testing and an industry first – an interceptor-based model-driven framework for advanced cyber security in the context of SOA (Service Oriented Architectures).

“This is a powerful metaphor, where the model is the system,” said Dr. Richard Soley, Chairman and CEO of the Object Management Group (OMG). “By going the last mile of model-driven development, including model debugging, model testing and even model driven security, the Cameo E2E Builder clearly brings the original vision of a Model Driven Architecture to life,” commented Dr. Soley.

For software developers, business analysts and enterprise architects who have been working with No Magic’s MagicDraw, or who would like to, the Cameo E2E Builder offers a powerful business outcome that helps solve the most difficult systems integration challenges. With the Builder, specifications in the form of models can be directly executed with a high-performance, enterprise-class virtual machine for BPMN and UML.

The Cameo E2E Builder software is packaged with more than 60 backend adapters, connectors and importers supporting SAP, Salesforce.com, Oracle and many others. In addition, users receive a quick-start project model, allowing them to experience the full potential of direct model execution in an easy to use, ready-to-run SOA solution.

“My initial experience with the Cameo E2E Builder was flawless, and I really like the built-in test framework and model debugger,” said Paul Cahill, Systems Engineer. “The Builder also sports a vast range of built-in adapters that allow automated integration with most system components, functions and data stores. The Builder is an important advancement in connecting the analysis we do directly to the implementations. This significantly aids the integration challenges we all face today plus it promotes a clear understanding of how the business requirements relate to the implementation. We create the entire analysis and integration environment on a laptop with an “execute,

debug and test” framework in a very short period of time, using only models through the complete lifecycle,” added Cahill.

“The Builder offers the industry’s first integrated model-based design, debug and test environment for enterprise-class integration solutions,” commented Cliff Faurer, experienced SOA architect at AMKB Cloud. “This fills a big need in the design and development community to use a more visual approach based on UML and BPMN. This visual approach addresses communication and integration challenges in a much more effective way than traditional integration approaches based on classic middleware. Seeing is believing, and when the model is the code, productivity goes up and efficiency and effectiveness increase,” said Faurer.

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.

About E2E

E2E is the specialist for process-oriented Business Middleware. With the E2E Bridge, and the E2E Builder, E2E offers its clients a unique platform to implement new business requirements and all associated technical improvement in their existing IT landscape transparently, rapidly and cost-effectively. Supported by the E2E Bridge, you’re in the driver seat throughout the entire business improvement life cycle, from requirements gathering, development and quality assurance to incident-free operations of your individual solution. E2E is headquartered in Basel, Switzerland and a member of the Scheer Group Innovation Network.

PR Contacts

No Magic, Inc.
Raymond Hertz +1 214 291 9100
Email: ray@nomagic.com
Web: www.nomagic.com

E2E
Chris Henn +41 79 679 33 53
Email: chenn@e2ebridge.com
Web: e2ebridge.com