

Press Release

Metastorm Introduces New Reference Model Based on VCG Framework

Implementation-ready Framework Helps Organizations Develop Competitive Value Chains with Highly-integrated Business Processes

BALTIMORE, MD – March 26, 2008 – Metastorm, a leading provider of Business Process Management (BPM), Business Process Analysis (BPA), and Enterprise Architecture (EA) software for aligning strategy with execution, today announced the availability of the Metastorm Value Reference Model (VRM). The Metastorm VRM is implemented using the Metastorm ProVision® enterprise modeling solution and helps organizations develop unique, competitive value chains composed of highly integrated business processes that cut across corporate and functional boundaries and are better aligned with corporate strategy.

Built on the foundation of the VRM developed by the Value Chain Group, Inc. (VCG) — an independent, not-for-profit, global organization — the Metastorm VRM provides capabilities to improve business operations required for the design, manufacture, delivery, and support of products through the integration of critical business operations in a single framework. Additionally, it accelerates business improvements with a validated reference set of measurements, processes and practices.

“The Value Chain Group’s mission is to support businesses who seek to strategically optimize in the areas of agility, innovation and time to react to changing conditions in a global environment, and we are pleased to partner with an organization like Metastorm that has proven its dedication to helping customers achieve those same important goals,” said Scott Palmer, Executive Director, Value Chain Group. “Metastorm takes the VRM a step forward by providing a dynamic,

ready-to-implement and user-friendly solution that gives organizations a jump start in establishing a world-class value chain.”

Through the use of a set of standard business models that delivers an end-to-end view of value chain management processes, the Metastorm VRM serves as a powerful resource for value chain process owners in developing an accurate model of the business activities and information required to provide better service to customers and improve the efficiency of interactions with suppliers and partners.

The combination of the Metastorm VRM and the Metastorm ProVision modeling tool enables organizations to efficiently configure and define the scope of a value chain – and then analyze the process start to finish. It represents:

- An enterprise-level business framework for today’s value chain processes, based upon the VCG framework
- An end-to-end business model that is focused on process types including Plan, Govern and Execute, as well as a common set of definitions
- Over 1,000 process-specific metrics aligned with performance attributes for process measurement and benchmarking
- More than 400 best practices that facilitate delivering best in class supply chain performance

Other reference models in Metastorm’s portfolio include those for supply chain (SCOR), customer chain (CCOR), design chain (DCOR), finance (including Sarbanes-Oxley compliance), Information Technology Infrastructure Management (ITIM, based on ITIL®), and the telecom industry (based on eTOM®). Metastorm built the reference models to be integrated within a common taxonomy, so they can be tied together to provide a comprehensive organizational view.

“Metastorm is proud to team with the Value Chain Group and expand our line-up of reference models to include the VRM. It is a testament to our continued commitment to supporting open standards,” said Greg Carter, vice president of development and CTO of Metastorm. “By bringing together published standards with Metastorm’s industry expertise, our reference models offer organizations a path to defining and optimizing operations of their key business functions.”

About Metastorm Inc.

With a focus on enterprise visibility, optimization, and agility, Metastorm offers market-leading software for Enterprise Architecture (EA), Business Process Analysis (BPA) and Business Process Management (BPM). As an integrated product portfolio, Metastorm Enterprise™ allows organizations to improve business results by unifying strategy, analysis and execution. Metastorm is bringing together these critical disciplines to enable an understanding of enterprise architecture and strategy, accurate impact and opportunity assessment, effective process execution, and accelerated value realization for organizations worldwide. For more information on powering strategic advantage with Metastorm Enterprise, visit www.metastorm.com.

About the Value Chain Group, Inc.

The VCG believes in consensus-driven and non-proprietary open source standards and seeks the diversity of ideas provided by our constituents and partners as we share value network perspectives, strategies and best practices. For more information see www.value-chain.org.

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