

# Press Release

## Metastorm Positioned in Leaders Quadrant for Business Process Analysis Tools

*BPA Tools Continue to Grow in Importance for Business and IT*

**BALTIMORE, MD – September 30, 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 that it has been positioned by Gartner, Inc. in the Leaders quadrant of the Magic Quadrant for Business Process Analysis Tools<sup>1</sup>, published September 23, 2008.

“Business process analysis tools continue to grow in importance as business managers, process architects and process analysts seek to better understand, streamline and automate their business processes and communicate their needs to IT professionals,” the report said.

Gartner, Inc.’s Magic Quadrant positions vendors in a particular market segment based on their completeness of vision and ability to execute. According to the report, “Leaders are high-viability vendors with proven track records in BPA tools and high degrees of functionality or market penetration, as well as vision and business investment. They are also well-positioned for the future, because of completeness of vision — due to financial commitment and market share, technological differentiation or both. Leaders do not necessarily offer the best products for every customer project or role. However, they provide solutions that offer relatively lower risk.”

Metastorm’s BPA solution, Metastorm ProVision®, is a comprehensive enterprise modeling software tool for business and IT that delivers end-to-end EA and BPA capabilities. Recognized for its ease-of-use and robust features such as discrete event simulation, data exchange, and extensive framework support, Metastorm ProVision enables organizations to understand, realize,

innovate and monitor all aspects of their business operations to continually improve performance. It is part of the Metastorm Enterprise™ suite, which uniquely combines EA, BPA and BPM software on a common, integrated framework. Together, the solutions deliver a powerful platform for aligning strategy, analysis and execution.

"In my opinion, Metastorm's position as a Leader in the Magic Quadrant for Business Process Analysis Tools is a result of our product innovation, exceptional professional services, growing global customer base and strong alliances," said Robert Farrell, chairman & CEO of Metastorm. "We are committed to continuing to deliver mission-critical software and services that help our customers succeed in today's difficult market by enabling them to achieve agility, reduce costs and drive growth."

Metastorm was also positioned in the Leaders quadrant in the Gartner Magic Quadrant for Business Process Management Suites 2007<sup>2</sup> and in the Challengers Quadrant of the Gartner Magic Quadrant for Enterprise Architecture Tools<sup>3</sup>.

A social media version of this press release is available at [www.metastorm.com/news/2008/093008.asp](http://www.metastorm.com/news/2008/093008.asp).

(1) Gartner, Inc., "Magic Quadrant for Business Process Analysis" by Michael J. Blechar, September 23, 2008.

(2) Gartner, Inc., "Magic Quadrant for Business Process Management Suites, 2007" by Janelle B. Hill, Michele Cantara, Eric Deitert and Marc Kerremans, December 14, 2007.

(3) Gartner, Inc., "Magic Quadrant for Enterprise Architecture" by Greta A. James, June 17, 2008.

### **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](http://www.metastorm.com).

## About the Magic Quadrant

The Gartner Magic Quadrants are copyrighted September 2007 and 2008 by Gartner, Inc., and are reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Contact: Gina Karr  
+1 443-874-1260  
+44 (0) 208 971 1519  
Metastorm  
gkarr@metastorm.com

Shahed Ahmed  
Merritt Group  
+1 703-390-1515  
ahmed@merrittgrp.com



1-877-321-META (6382)    +44 (0) 208-971-1500    [www.metastorm.com](http://www.metastorm.com)

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