

Metastorm Releases New Smart Business Workspace for EA, BPA and BPM

Metastorm Smart Business Workspace uses mashups and widgets to enable a true personalized, role-based user experience across applications

BALTIMORE, MD – July 13, 2010 – 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 release of Metastorm Smart Business Workspace – a rich internet application that empowers knowledge workers to become more engaged and productive and to collaborate more easily with colleagues to make smarter business decisions. Metastorm Smart Business Workspace is designed to deliver personalization at an individual level, allow users to engage in skills-based collaboration with people regardless of location, and empower users to leverage the information and functions of Metastorm’s enterprise software and other applications from a single, role-driven user interface.

The Metastorm Enterprise software portfolio is recognized by the top industry analyst firms and by its customers as a leading technology suite across the three disciplines of EA, BPA and BPM, and has received accolades for both the breadth and depth of its functionality. The software enables organizations to model, visualize and improve the entire enterprise and to realize these improvements through integrated execution. Metastorm Smart Business Workspace transforms the power of Metastorm’s enterprise software into a highly personalized user experience that results in faster, easier access to information and a more productive, agile work environment regardless of the user’s role.

Metastorm Smart Business Workspace was designed from the ground up to meet the needs of today’s information worker. According to an independent September 2009 Forrester Research, Inc. report titled, *The Importance of Matching BPM Tools to the Process*, “Design-for-people requirements place the businessperson’s work at the center of business applications’ human interface. The businessperson’s work is the organizing structure for a workplace into which we plug transactions, business processes, content, unified communications, social networking, and tools. Instead of people having to figure out how to apply collaboration tools to their jobs, ad hoc activities are integrated with structured work in these unitary, contextual workplaces.”

Key capabilities and benefits of Metastorm Smart Business Workspace include:

- **Highly personalized user experience.** Role-based views take into account job description, skill set, knowledge base, key responsibilities and personal preferences to go beyond traditional role or persona-based interfaces to support very specific attributes and preferences of users.
- **Ability to easily mash up and integrate data and applications via widgets.** Libraries of widgets related to the use of Metastorm's enterprise business architecture, business process analysis, business process management, and integration software are available to plug into the Metastorm Smart Business Workspace. By allowing users to easily mix and match information and functions across Metastorm's full enterprise software portfolio – as well as other applications – organizations can seamlessly deliver cross-functional insight, planning, analysis, decision-making, and execution.
- **Social collaboration delivered in an enterprise work environment.** Social collaboration technologies such as chat, instant messaging, and online communities are combined with a powerful ability to identify and communicate with precisely the right set of enterprise resources as needed at any given time. The result is a new level of work-oriented, enterprise collaboration.
- **Widget and workspace designer tool.** The Metastorm Widget Designer enables even non-technical users to rapidly and easily create their own widgets. Rather than simply rendering views of information and dashboards, Metastorm has provided the ability to design and create extremely rich, entirely new widgets and applications that include built-in transaction support, governance and advanced external integration capabilities.

“Metastorm Smart Business Workspace will open up a whole new world of insight and productivity for business users and give organizations the mechanism they need to finally leverage social collaboration technologies in a productive way within the enterprise,” stated Kevin Haugh, vice president of product marketing and management at Metastorm. “By delivering role-based, actionable workspaces that can be personalized by each user, Metastorm Smart Business Workspace will make it easier for users to leverage critical information and powerful features of the Metastorm Enterprise software suite – from enterprise modeling to business process analysis to daily process execution and participation – and to make better, faster business decisions. In addition, the Metastorm Widget Designer will enable our extensive customer and partner base to develop new widgets on an ongoing basis. The possibilities are endless in terms of the value that can be delivered through the Metastorm Smart Business Workspace environment, and we are extremely excited by its potential.”

Metastorm Smart Business Workspace and the Metastorm Widget Designer are available today. For more information and a social media version of this announcement, go to www.metastorm.com/news/2010/071310-msbw.asp.

About Metastorm Inc.

With a focus on enterprise visibility, resource optimization, efficiency and agility, Metastorm offers market-leading software for enterprise and business 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 better aligning strategy with execution. By combining the power of these three disciplines onto a common platform, Metastorm is helping organizations worldwide focus on the right business improvements, instill stronger governance, and accelerate time to value. For more information and success stories on organizations powering strategic advantage with Metastorm Enterprise, visit www.metastorm.com.

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