



## **PROFORMA JOINS INDUSTRY LEADERS IN BUSINESS PROCESS MANAGEMENT INITIATIVE**

**SOUTHFIELD, Mich - December 12, 2000** - Proforma Corporation, a leading provider of Business Process Modeling solutions, has joined other premier industry organizations such as Cap Gemini Ernst & Young and VerticalNet in becoming a member of BPMI. the Business Process Management Initiative. Founded in August 2000, BPMI.org will standardize the management of business processes that spans multiple applications, corporate departments and business partners.

"Business Process Management is breaking through as a primary vehicle for achieving improved levels of productivity and profitability in the new economy," said Brian James, chief methodologist, Proforma. "Proforma is pleased to join BPMI.org and help influence the standards for process modeling and design that will fuel the advancement of business initiatives around the world."

Other organizations in BPMI.org include Intalio, Aventail, Black Pearl, Blaze Software, Bowstreet, Computer Sciences Corporation, Cyclone Commerce, DataChannel, Entricom, Ontology.Org, S1 Corporation, Versata, Verve and XMLFund. Together, the members of BPMI.org focus their efforts on defining and enhancing the Business Process Modeling Language (BPML) specification. BPML is a meta- language for the modeling of business processes, just as XML is a meta-language for the modeling of business data. It provides an abstracted execution model for business processes and offers a way to implement business-to-business collaboration processes. As a medium for the convergence of existing applications toward process-oriented enterprise computing, BPML can serve as an execution model for embedding existing applications within e-Business processes as process components.

ProVision Workbench(TM) - Proformas powerful, integrated business-modeling tool, allows companies to visualize, analyze and improve their business strategy and processes. Once established, BPMI.org standards will provide the flexibility for ProVision users to take resulting models and designs and easily transfer them to process development tools that communicate using the same standards.

For more information on ProVision or other Proforma solutions, contact Proforma at [Proforma@proformacorp.com](mailto:Proforma@proformacorp.com) or + 1-888-789-6903. For more information on BPMI.org, visit [www.bpml.org](http://www.bpml.org).

### **About BPMI.org**

Founded in August 2000, the Business Process Management Initiative (BPMI.org) is an independent organization devoted to the development of open specifications for the management of e-Business processes that span multiple applications, corporate departments, and business partners, behind the firewall and over the Internet. BPMI.org complements initiatives such as J2EE and SOAP that enable the convergence of legacy infrastructures toward process-oriented enterprise computing and initiatives such as ebXML, RosettaNet, BizTalk, XAML, WSDL, UDDI, tpaML, and E-Speak that support process-oriented business-to-business collaboration. BPMI.org has been initiated by Intalio, Inc. and created by a group of sixteen enterprise software vendors and consulting firms. Membership is open to all companies, non-profit organizations and individuals.

## **About Proforma**

Proforma provides business modeling software, consulting and training services which help organizations visualize, analyze and implement business processes. This improves performance through the design of more competitive, efficient and cost-effective processes. Stored within the ProVision Workbench software suite, the resulting business and process models become an organization documented best practices and provide the knowledge base for process improvement and management, ISO9000 and quality initiatives. Proforma solutions guide companies through significant events such as the transition to e-business, mergers and acquisitions, globalization and new product development. Founded in 1994, Proforma counts many of the Fortune 500 companies among its customers, including General Motors, American Express, Arthur Andersen and J.D. Edwards. For more information, go to [www.proformacorp.com](http://www.proformacorp.com).

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