



POPKIN SOFTWARE OFFERS INTEGRATED SUPPORT FOR BUSINESS PROCESS MODELING NOTATION (BPMN)

Latest Release of System Architect Expands Support for Several Industry Standards

New York, NY - July 15, 2003 - Popkin Software, a leading, NY-based developer of enterprise architecture tools and services, today announced the latest version of its System Architect toolset, which greatly expands the portfolio of industry standards it supports to now include the Business Process Modeling Notation (BPMN), and places Popkin Software at the forefront of modeling and architecture standard tool support.

A Business Process Management Initiative (BPMI.org)-sponsored standard, BPMN is a rich notation that simplifies the modeling of complex business processes. It is the first time a standard business-modeling notation has been developed with consideration for implementation, architecture and technology in environments such as Web Services.

This type of facility is of growing importance as every CIO is looking for increasingly effective mechanisms to align business and IT. Popkin is a leading author and one of the first to support this standard in its toolset. The standard has been developed by a number of companies in the industry including CSC, IBM, Intalio, SeeBeyond and others.

"Little standardization exists among business modeling notations in different tools," said Jan Popkin, CEO, Popkin Software. "Popkin is committed to promoting standards adoption in modeling and architecture. We have been actively involved in defining a business process-modeling standard that will allow businesses to avoid being locked into proprietary standards. We believe a standard notation for business models would benefit the whole industry, and Popkin is proud to have been a leader in this initiative."

"Popkin was an initiator of BPMN and has been committed to its development from the outset, " said Howard Smith, author of Business Process Management: The Third Wave, and co-chair of BPMI.org. "By implementing BPMN Popkin has taken the step required to enable it to fully exploit Business Process Management Systems (BPMS). Process Engineering tools are one of the first, and most important, applications for the BPMS platform."

In addition to expanding business process modeling support, System Architect Version 9.1 now offers a richer graphical and modeling environment for businesses seeking to better align their technology to their business processes and goals. New features improve the tool's ease-of-use and reporting flexibility, including:

IT architecture development - System Architect now provides integrated support for The Open Group Architecture Framework (TOGAF) version 7, a standard methodology that details the development of systems architecture and has been embraced by Fortune 500 companies worldwide. System Architect's unique Framework Manager allows users to navigate easily through this framework.

Enhanced graphics - System Architect also now supports SVG technology (Scalable Vector Graphics) enabling users to view their very large, complex models.

System architecture is used by organizations to design models and enterprise architectures, or blueprints of a business' goals and processes and its underlying IT infrastructure. It is the only tool to integrate, in one multi-user product, industry-leading support for all major modeling and enterprise architecture standards.

System Architect version 9.1 will be available at the end of July. Visit www.popkin.com for additional details.

About Popkin Software

Popkin Software (www.popkin.com) is a leading provider of powerful, flexible enterprise architecture and modeling tools and services that help organizations align their business and IT. Popkin's flagship product, System Architect, is the first fully integrated enterprise tool set to support the wide array of industry standards used in modeling and architecture projects worldwide. Clients include AT& T, British Airways, Scholastic, JB Hunt, Siemens, Virgin Mobile, Vodafone, Compaq, GlaxoSmithKline, Samsung, Lockheed Martin and DuPont. Founded in New York City in 1986, privately held Popkin Software has sold more than 60,000 licenses worldwide.

System Architect is a registered trademark of Popkin Software. All other brand and product names are trademarks or registered trademarks of their respective holders.