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VERVE, INC. CO-FOUNDS XML INITIATIVE FOR BUSINESS PROCESS MANAGEMENT

Standards Effort Will Turn Business Processes Into Manageable Business Assets

SAN FRANCISCO, CA - August 07, 2000 - Verve, Inc. announced today that it has co-founded the Business Process Management Initiative (BMPI.org) in conjunction with Aventail, Black Pearl, Blaze Software, Bowstreet, Cap Gemini Ernst & Young, Computer Sciences Corporation, Cyclone Commerce, DataChannel, Entricom, Intalio, Ontology.Org, S1 Corporation, Versata, VerticalNet, and XMLFund.

The BPMI will define standards for the management of mission-critical business processes that span multiple applications, corporate departments, and business partners. The XML-based standards generated from the initiative will support and complement existing business-to-business collaboration protocols such as RosettaNet, BizTalk, and ebXML, as well as technology integration standards including J2EE and SOAP.

''Organizations are increasingly turning to business process automation to meet the challenges of competing in the network economy.'' said Jim Swisher, VP Business Development at Verve, Inc. ''Those organizations who do well in this regard recognize the asset value of their business processes, but have lacked standards for modeling, transporting and interchanging these assets. The Business Process Management Initiative will solve this problem in a vendor-neutral fashion.''
The first deliverable of the Business Process Management Initiative will be the specification of the Business Process Modeling Language (BPML). BPML is an XML Schema that provides a standard way to model mission-critical business processes. XML (eXtensible Markup Language) is the new Internet standard for marking up data to facilitate exchanges of information between businesses, independently of applications and platforms.

''The interchange of business process models has been one of the major innovations that our customers have needed most from previous standards efforts, unfortunately to date none of those efforts has delivered it.'' said J. Matthew Pryor, Chief Technology Officer with Verve, Inc. ''By leveraging the flexibility of XML in our efforts on BPML, we are able to provide rich process semantics and resolve the shortcomings of previous approaches. And of course, to do all of this in a Java based, component packaged fashion in conjunction with the Verve Process Engine.''
By covering many dimensions of business process modeling that are specific to processes deployed internally to the enterprise, including business rules, security roles, distributed transactions, compensating transactions, and exception handling, BPML will bridge the gap between legacy IT infrastructures and emerging business-to-business collaboration protocols such as RosettaNet, BizTalk, and ebXML.

The Business Process Modeling Language will enable the enterprise to more effectively model, deploy, and manage business processes such as order management, customer care, demand planning, product development, and strategic sourcing.

Membership to the Business Process Management Initiative is open to any company, organization, or individual. More information about BPMI.org, including quotes and profiles of member companies, can be found at www.BPMI.org.

About Verve, Inc

Verve, Inc. is a strategic vendor of embedded technology for vertical workflow process solutions. The Verve Process Engine combines best-of-breed process technology with a product architecture and business model focused on the needs of ISV partners and leading enterprise IT organizations. Verve, Inc. has a 9-year history of successful enterprise process technology and workflow solutions development. Verve, Inc. is located in San Francisco, California. Verve's Web site homepage is www.verveinc.com.

Note to Editors: Verve, Verve Process Engine, and the Verve workflow motif are trademarks of Verve, Inc. All other trade names and trademarks are the property of their respective owners.

Contact:
Verve, Inc.
Brett Adam, 847/227-3429
bpja@verve.com
www.verve.com

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