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NOVO TEAMS WITH E-BUSINESS HEAVYWEIGHTS TO DEVELOP XML-BASED STANDARD FOR MANAGEMENT OF MISSION-CRITICAL BUSINESS PROCESS

Company to Take Active Role in The Business Process Management Initiative - BPMI.org

SAN FRANCISCO, CA - November 07, 2000 - NOVO,(TM) Relationship Architects for e-Business,(TM) today announced its involvement in the newly established Business Process Management Initiative (BPMI.org), a consortium working to define the standards for managing mission-critical business processes that span multiple applications, corporate departments and business partners. The standards generated from the initiative will support and complement existing business-to-business collaboration protocols such as BizTalk, ebXML and RosettaNet, as well as technology integration standards including J2EE, SOAP and UDDI.

"Today, the technology for collaboration (XML) is limited to the simple exchange of transactional data between buyer and seller," said Kelly Rodriques, chairman and CEO of NOVO. "BPMI is developing the standards that will help realize the long-term value of the Internet by lowering the overall cost structure of managing mission critical business processes, such as supply chain management, customer support or product development. By helping to define these standards, NOVO reinforces its mission to improve the economic performance of its clients."

The first deliverable of BPMI, due out in Q1 2001, will be the specification of the Business Process Modeling Language (BPML). BPML is an XML (eXtensible Markup Language) schema that provides a standard way to model mission-critical business processes. XML is the Internet standard for labeling data to facilitate the exchange of information between businesses, independent of applications and platforms.

BPML will bridge the gap between legacy IT infrastructures and emerging business-to-business collaboration protocols by modeling and cataloging business processes that are specific to the enterprise, including business rules, security roles, distributed transactions, compensation transactions and exception handling. Business process standards will also enable greater collaboration between companies, lowering the cost of system integration and providing a flexible framework to develop integrated operations.

"XML has become the enabling standard for exchange transactions between companies. BPMI will elevate the strategic value of XML by creating a framework for business-to-business process integration," stated Philip Say, supply chain practice manager at NOVO. "We believe the objectives of BPMI are congruent with the needs of our clients to integrate their operations with partners, suppliers and customers. We see BPML as a critical element for building robust infrastructures that improve supply chain collaboration and customer relationships. The standards will enhance the NOVO Web application framework, providing the building blocks to construct true end-to-end solutions."

BPML will enable the enterprise to model, deploy and manage business processes such as order management, customer care, demand planning, product development and strategic sourcing. This creates a flexible IT infrastructure that will lead to improved business relationships and higher levels of profitability.

About BPMI.org

BPMI.org represents a host of companies formed to define specifications for the management of mission-critical business processes that span multiple applications, corporate departments and business partners. The XML-based standards generated from this initiative will support and complement existing business-to-business collaboration protocols such as RosettaNet, BizTalk, ebXML and WSDL, as well as new service registration and discovery initiatives such as UDDI. BPMI founders include Aventail, Black Pearl, Blaze Software, Bowstreet, Cap Gemini Ernst & Young, Computer Sciences Corporation, Cyclone Commerce, DataChannel, Entricom, Versata, S1 Corporation, VerticalNet, Verve and the XMLFund. 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 NOVO

NOVO architects and evolves e-Businesses. By delivering an integrated set of services, including e-Business strategy and planning, application development and technology integration, user-experience design and e-Marketing services, NOVO strengthens relationships among companies, their customers, suppliers, partners and employees. Founded in 1994, the company is one of the largest privately held Internet professional services firms in the U.S., with offices in San Francisco, New York, Chicago, Detroit and Los Angeles. NOVO's clients have included 3Com, Avery Dennison, Continental Airlines, E*Trade, General Motors, gloss.com, Levi Strauss & Co., Nabisco, Procter & Gamble, Restaurantpro.com, Sony, Toyota and Orbitz, the new online travel agency founded by American Airlines, Continental Airlines, Delta Airlines, Northwest Airlines and United Airlines. More information on NOVO can be found at www.novocorp.com.

Note to Editors: The name NOVO is uppercase. NOVO and "Relationship Architects for e-Business" are trademarks of NOVO.

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