BPMI.org

PROACTIVITY, INC. JOINS BLUE CHIP ROSTER OF PARTICIPATING COMPANIES IN THE BUSINESS PROCESS MANAGEMENT INITIATIVE

Business Process Experts To Create a New, XML-Based Standard for Cross-Enterprise Innovation

NEWTON, Mass. - November 27, 2000 - ProActivity, Inc., the leader in eProcess Lifecycle Management, announced today that it has joined the Business Process Management Initiative (BPMI.org), a consortium of companies whose mandate is to bridge the gap between legacy IT infrastructures and emerging business-to-business collaboration protocols. In order to achieve this goal, the organization is working to develop the Business Process Modeling Language (BPML), an XML-based language designed to address the challenges of integrating multiple, complex processes across an enterprise by providing a standard means for modeling mission-critical business processes.

While XML (eXtensible Markup Language) has emerged as the favored transactional code for information exchange between businesses and their enterprise systems, a particular need for business protocol standards has emerged with it, necessitating the development of a standardized language to facilitate information transactions across enterprise boundaries. BPML will maximize the usefulness and applicability of process refinements by ensuring that business intelligence can be easily translated in the development of applications to address business challenges.

"ProActivity's expertise in business process reengineering will allow us to be an active and involved participant in the development of the standards BPMI seeks to establish," said Rami Zajicek, president and CEO of ProActivity. "BPML will go a long way toward the development of efficient business applications and ultimately, the validation of our own eProcess Lifecycle Management methodology."

"BPMI welcomes ProActivity and the domain expertise that it brings to the table," said Ismael Ghalimi, CEO of Intalio and lead initiator of BPMI.org. "ProActivity brings a wealth of business process management knowledge to an already strong roster of companies working together to create a standard that will enable businesses to maximize their potential."

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 ProActivity Solutions

ProActivity's eProcess Lifecycle Management software enables Global 500 companies to drive successful e-business initiatives through a unique and continuous cycle of discover, deploy and innovate. Patented algorithms create a multi-dimensional, validated and dynamic view of a company's extended enterprise. As a result companies are able to transform established business processes into hyper-efficient eProcesses and maximize their return on opportunity by continuous innovation and the ability to add new capabilities, systems and e-marketplaces.

About ProActivity Inc.

ProActivity Inc., headquartered in Newton, Massachusetts, is the innovator and world leader in eProcess Lifecycle Management Solutions. ProActivity is empowering today's Global 500 brick-and-mortar companies to establish new, more efficient and more profitable ways to do business via the Internet. ProActivity offers the only software that reduces risk by creating dynamic blueprints of information flows and business processes, allowing companies to discover, deploy and innovate the most effective e-business solutions. For further information, please call (617) 332-0095.

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