

eClarus Business Process Modeler

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Agenda

- Who are we
- eClarus Technology
- eClarus and Ensemble
- Demo
- Q & A

Who Are We

- Established in 2006, eClarus Software, based in Seattle, WA, develops standards-based business process modeler that enable business and IT users to model, simulate, document and generate ready-to-deploy business process execution code in BPEL or Ensemble BPL.
- Privately funded
- Both founders have lots of experiences in modeling tool and model-driven development and were part of core development team for Rational Rose and Rational XDE
- Our primary business model is to license components and technology to software firms. Our OEM partners include
 - Active endpoints, A BPMS software vendor
 - Dysant software , a workflow vendor in Poland.

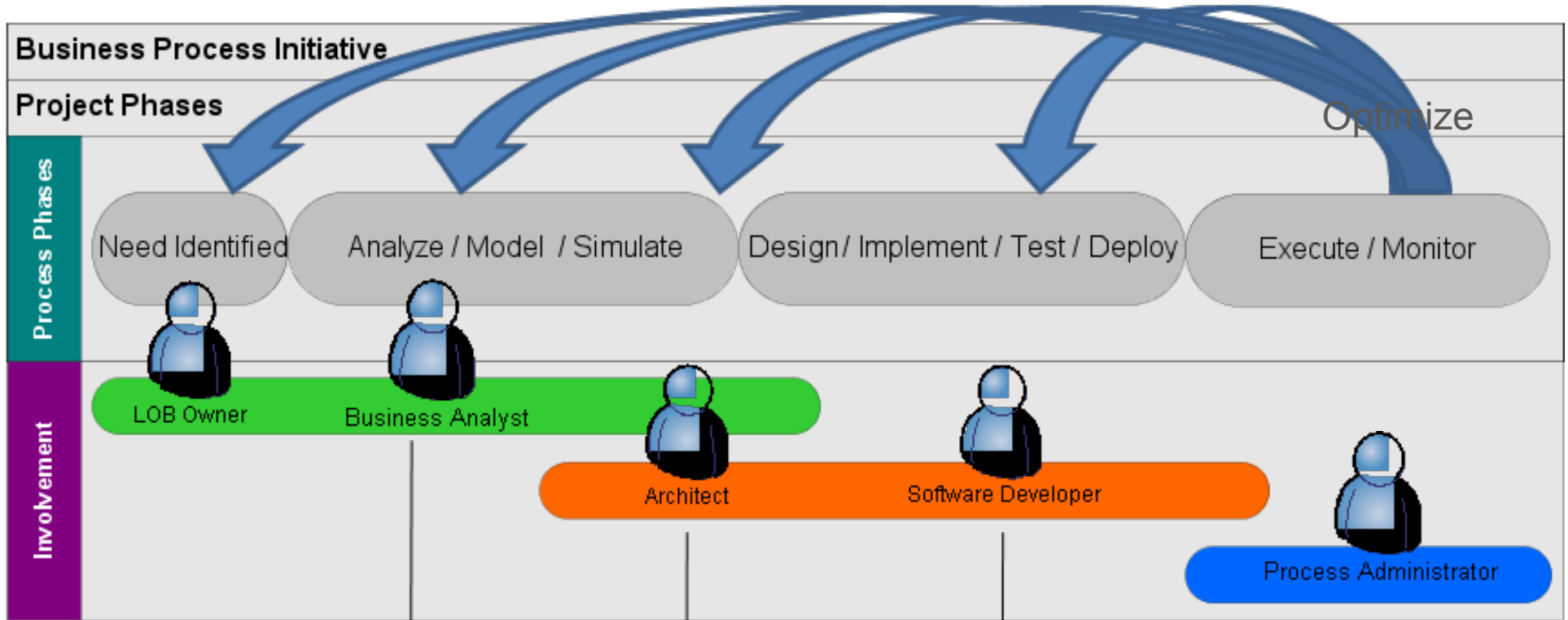


The Product

- High-quality and yet affordable business process modeling tool
 - Standards-driven
 - Full BPMN for business process modeling notation
 - XPDL and UML2/XMI for model exchanges
 - Support multiple execution languages BPEL 1.1/2.0 and Ensemble BPL.
 - Eclipse eco-system for tooling integration, support Eclipse 3.3 and Eclipse 3.4
 - Optimized Business-IT collaboration for SOA and BPM projects
 - Common shared meta-model and notation
 - Role-based products optimized for each role (RCP for business analyst and IDE for Architect)
 - Round-trip engineering to keep requirements and implementation in sync
 - Low total cost of ownerships
 - Generate ready-to-deploy BPEL and Ensemble BPL
 - Preserve existing investments with extensive model exchange interfaces: UML2, Visio, BPEL, XPDL and Ensemble BPL



SOA/Integration Project User Tasks



Requirements, Modeling, KPI/Goal establishment, process documentation

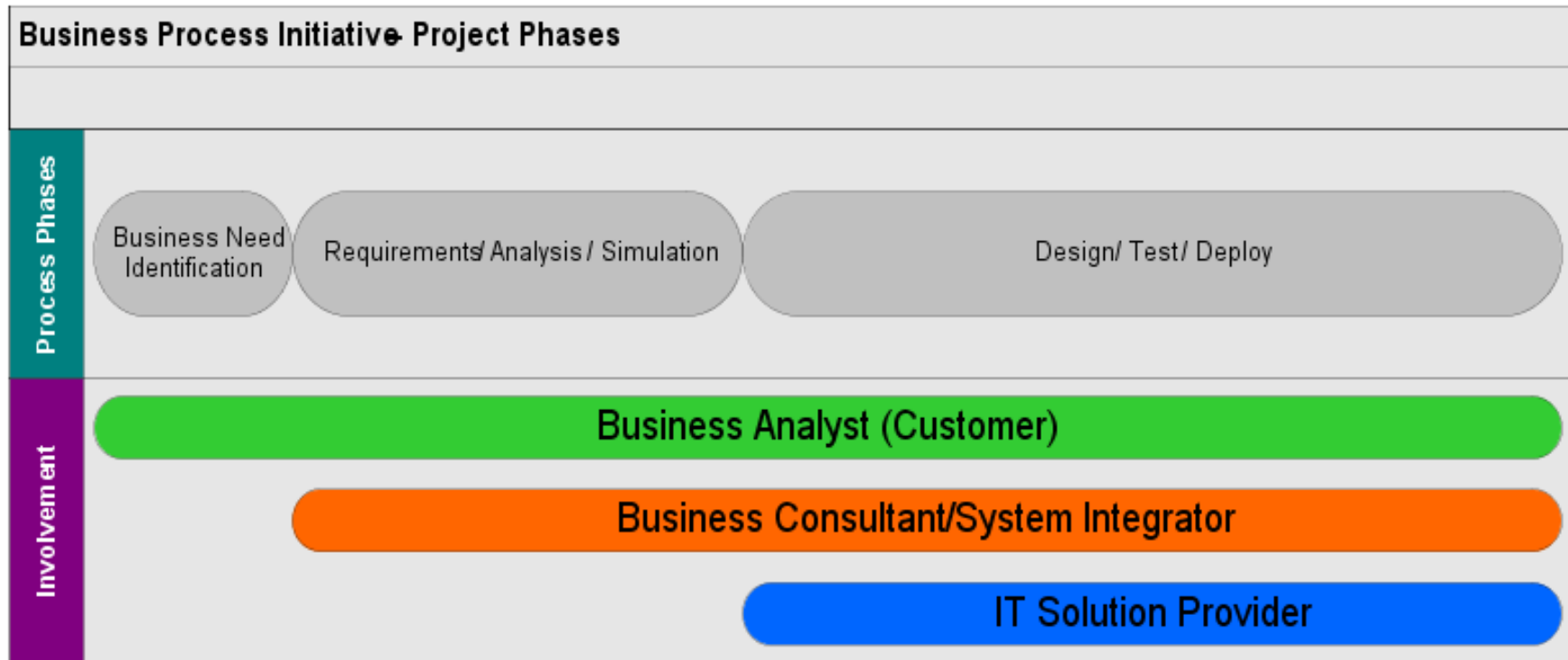
Identifies and specifies new services; BPMN-BPL transformation; defines as-is/to-be; performs business simulation;

Designs, Implements, Tests orchestrations; configures On-Event processing; generates BAM/BI reports

Monitors, manages, takes action



Opportunity for Upstream Engagement

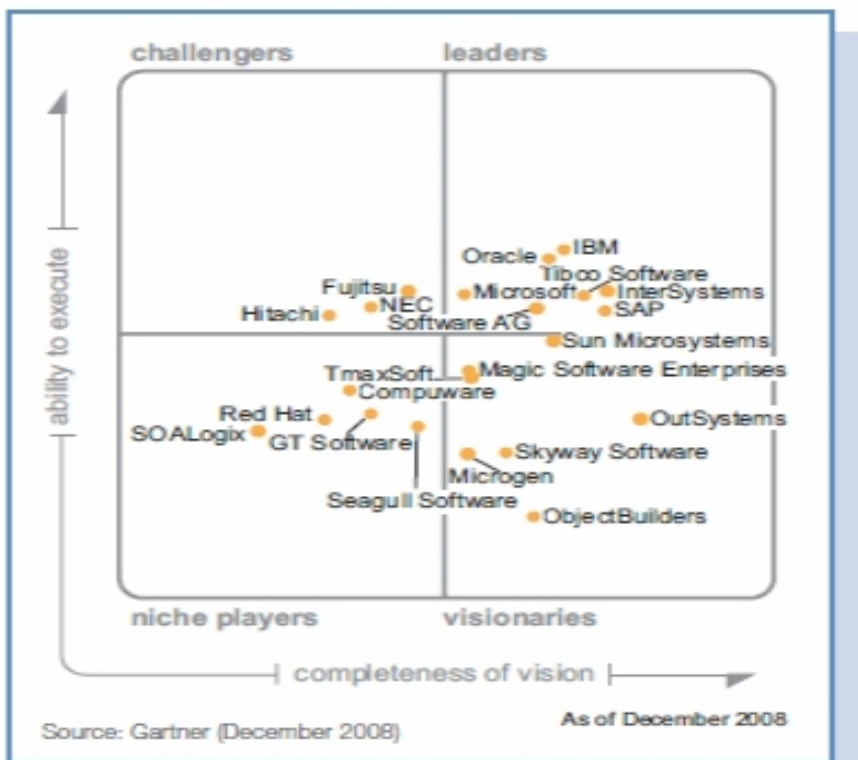


Magic Quadrant

SOA

BPM

Figure 1. Magic Quadrant for Application Infrastructure for SOA Composite Application Projects

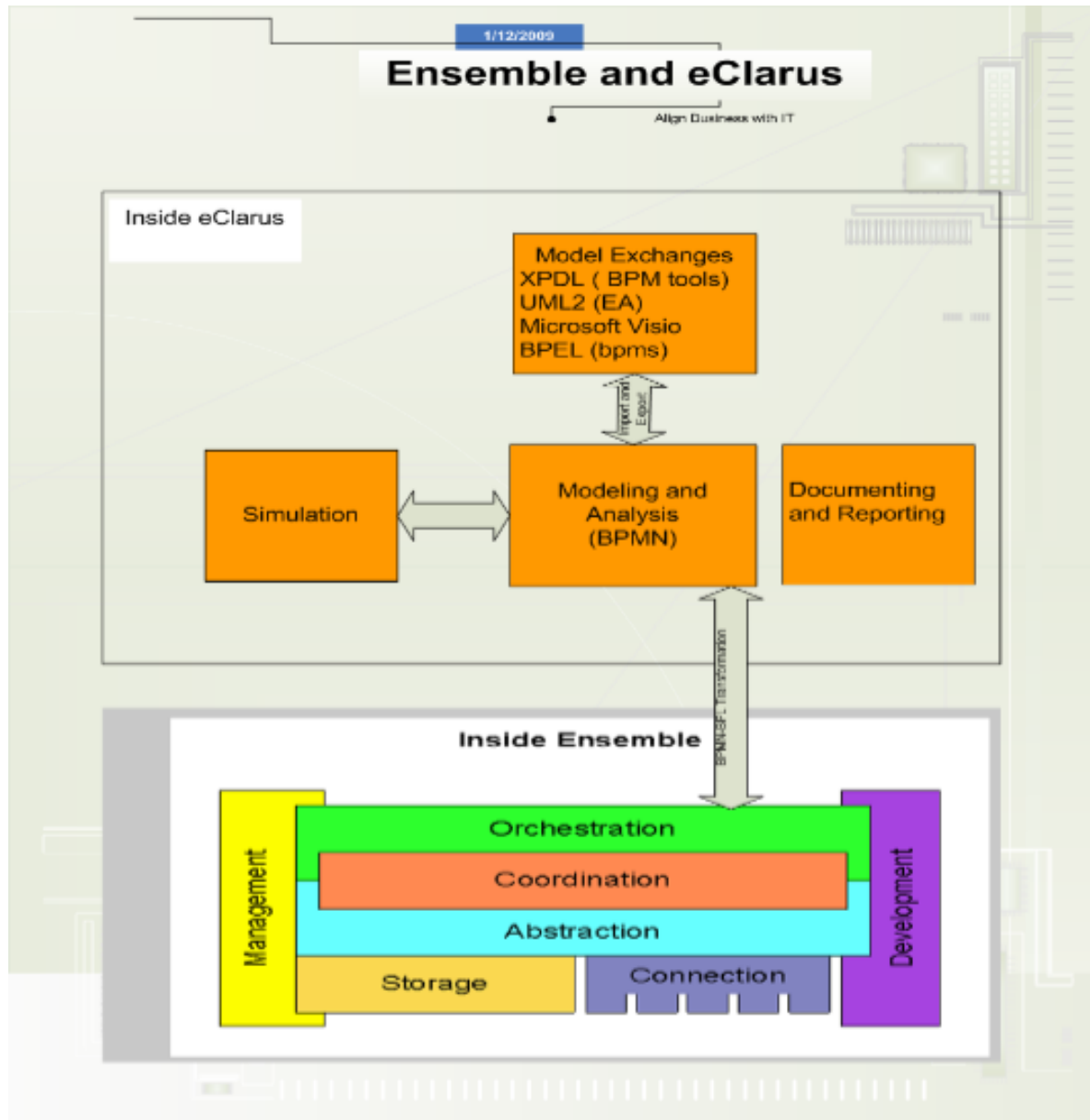


IBM, Oracle, Tibco, Software AG, Fujitsu are in both categories

Enesmeble is a leader in SOA

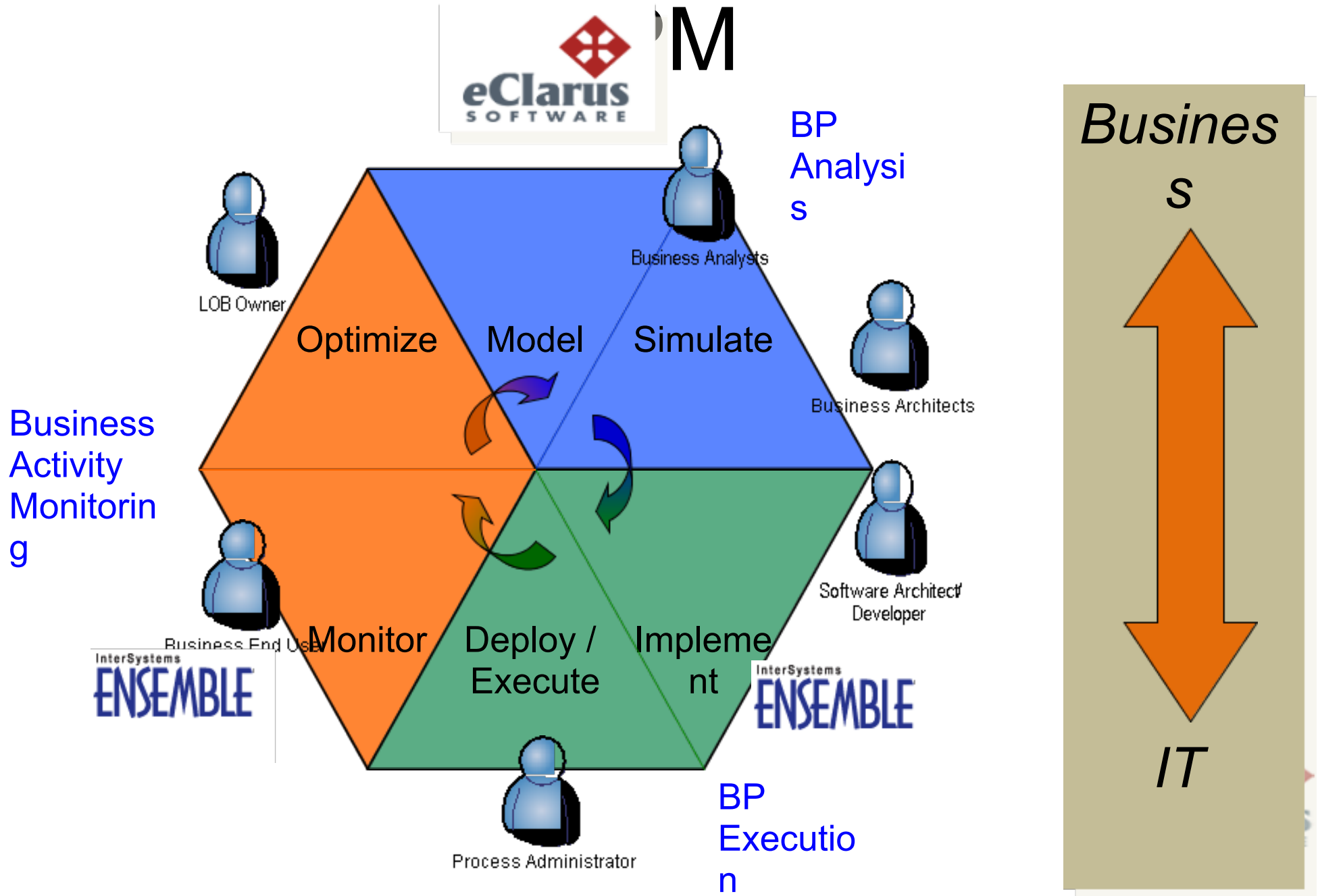


eClarus - Business Face of SOA



- *Starting in 2007, business process management will take a more active role, driving service-oriented architecture initiatives by placing a business face on a technology-centric activity.*
- - Gartner, Align BPM and SOA Initiatives Now to Increase Chances of Becoming a Leader by 2010

eClarus+ Ensemble - Close-loop



The Market

Business Process Improvement is #1 Priority



Source: CIO Insight Survey 2006



A full BPM suite requires strong business process modeling and simulation

- Human task support: Executing human-focused process steps
- Business process/policy modeling and simulation environment
- Pre-built frameworks, models, flows, rules and services
- Human interface support and content management
- Collaboration anywhere support
- System task and integration support
- Business activity monitoring (BAM)
- Runtime simulation, optimization and predictive modeling
- Business policy/rule management support
- Real-time agility infrastructure support

Source: Gartner, *Selection Criteria Details for Business Process Management Suites*, 2006



Process Modeling/Analysis Is a Major Pain Point / Spend Area for Business Process Initiatives

43% of respondents spend > 20% of budget on process analysis and/or requirements analysis

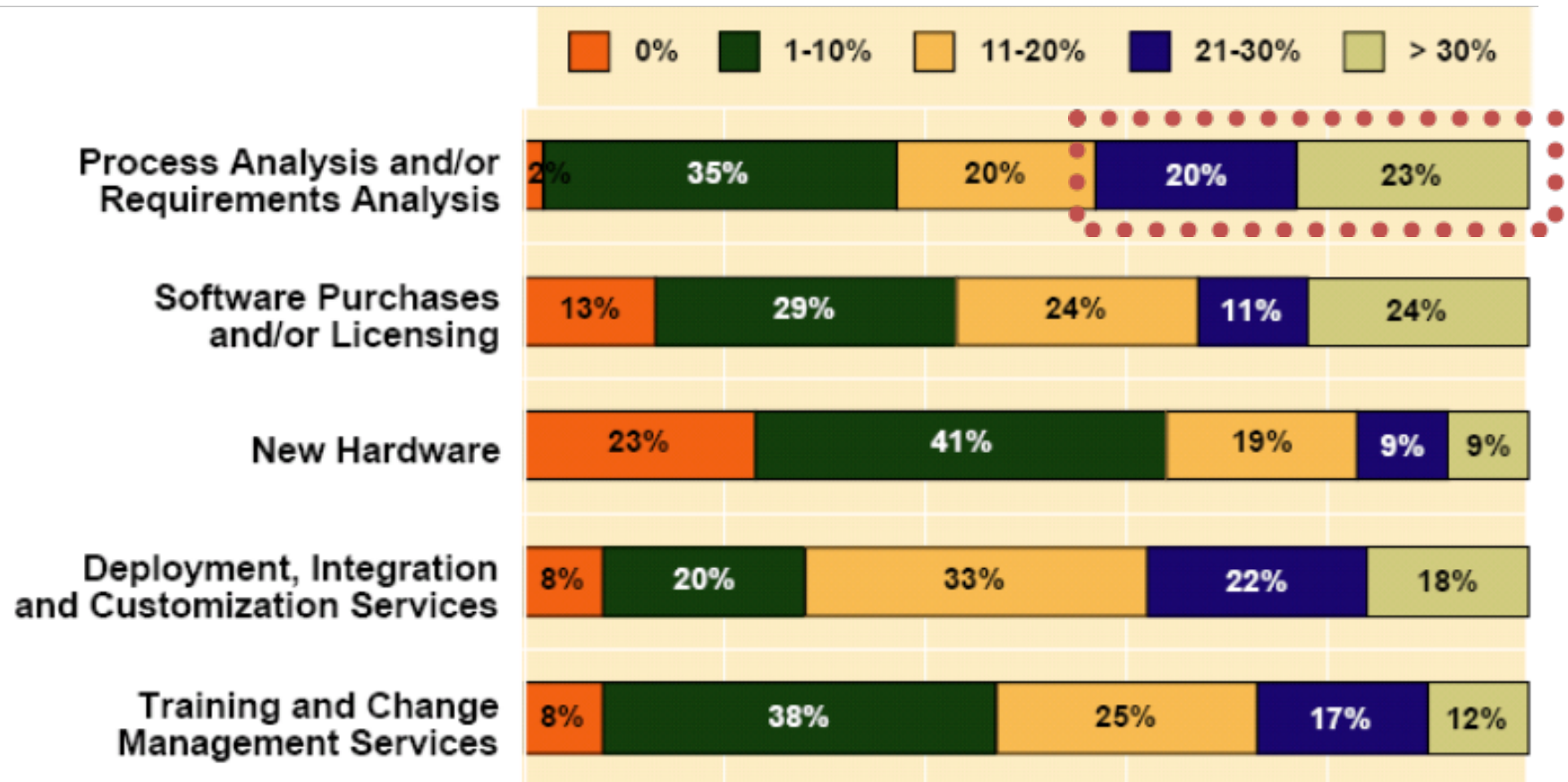


Figure 26. Allocation of Project Budgets



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SOFTWARE

Source: BPTrends, *A Survey of Business Process Initiatives*, Jan 2007

Competitive Advantages

- Standards –based tool lowers TCO
 - BPMN for notation
 - XPDL, Visio UML2 and BPEL for model exchanges
 - Ensemble BPL and BPEL support
- Flexible and full round-trip engineering to transform business requirements into implementation
 - BPMN to/from BPEL
 - BPMN to/from Ensemble BPL
- Dynamic Simulation flexible enough to simulate real-world business systems

Ideal Prospects

New Territory Criteria

- Prospects

- IT architects or system integrators who need documentation and design tool for Ensemble projects
- IT who need to migrate a project from BPEL based to Ensemble based
- Organizations need to drive Ensemble projects with business process model as requirements

Key InterSystems Issues

- Full and flexible roundtrip engineering between BPMN and Ensemble BPL
 - includes new BPL constructs such as compensation and fault handler
- Rich Visio and XPDL import support so analysts can continue to use their favorite tools.

The Opportunity – eClarus can Augment and Compliment Ensemble Solutions

Observation	Implication
Most BPM vendors have a process modeling capability – captive (IBM) or through partners (Oracle, SAP)	<ul style="list-style-type: none"> ● <i>Eliminate gaps</i> quickly ● Modernize capabilities to <i>latest standards</i>
Many practitioners perceive modeling as most important tool in BPM suite	<ul style="list-style-type: none"> ● <i>Ensure strong modeling support</i>
Modeling, Simulation, and Monitoring used by Line Of Business	<ul style="list-style-type: none"> ● <i>Gain exposure to LOB buyers</i> ● <i>Improve solution selling</i> by extending from IT-level initiatives to business-
Modeling is used in earliest stages of process improvement projects	<ul style="list-style-type: none"> ● <i>Gain earlier account exposure</i>
Modeling in wide use by business consultants / Systems Integrators	<ul style="list-style-type: none"> ● Consider modeling as a means to <i>develop strategic partnerships with Systems Integrators</i>



Demo

- IT

- Reverse -engineer an Ensemble BPL and generate design document
- Refactor design and generate Ensemble BPL
- Reverse –engineer a BPEL (from Oracle/IBM) and generate Ensemble BPL

- Business

- Create a business process model from Visio or XPDL
- Simulation for capacity planning and workflow optimization

- SaaS BPM (under development)

- Publish the model to Web-based repository and invites others to review
- Collaborative business process discovery and modeling

Resources

- Contact

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- Installing eClarus Software for Ensemble
BPL Support

http://www.eclarus.com/resources/Installing_eClarus_for_Ensemble-bpl.pdf



eClarus Software, LLC

Affordable and standards-based
business process modeling for
Compliance, Agility and SOA

