

CAMEO™ DATAHUB

Providing Connectivity Across Your Enterprise



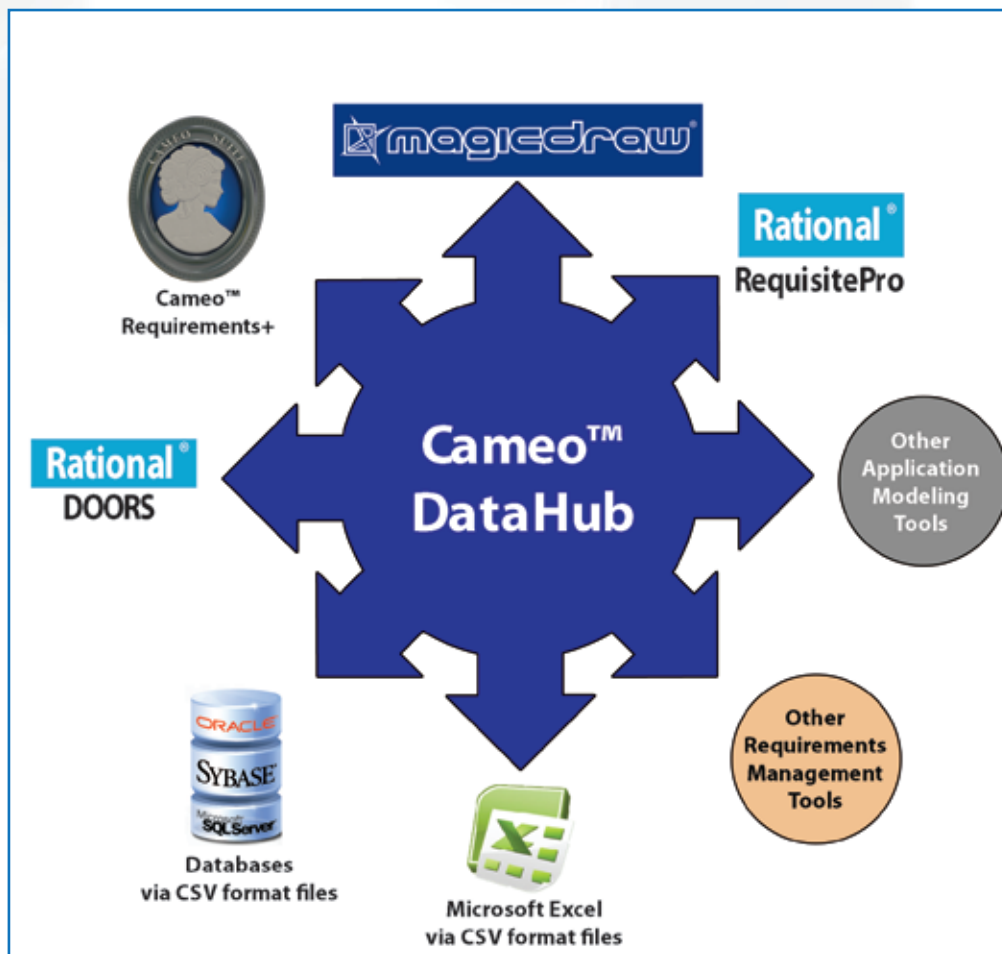
Executive Overview

Overcoming Tool Interoperability Headaches

Global enterprise stakeholders and development teams in disparate geographical locations face the challenge of maintaining requirements integrity. Requirements data vital to their businesses may be stored in separate repositories and in different formats. The requirements management industry has gone through a series of mergers and acquisitions that could leave company executives questioning whether their data is usable or even accessible into the future. Much of this information could be lost or isolated in custom tools that have reached their end-of-life. Until now, the business world

issues between different vendors. Many of our competitors advocate interoperability of various vendor tools through a brokered published interface. Rather than forcing reliance on a myriad of vendors to support such an interfacing strategy, No Magic has taken all of the complexity and finger-pointing out of the integration puzzle: No Magic does it all by being your single-source guarantor against multi-source and multi-vendor incompatibility headaches. Technologies from No Magic maintain constant awareness of competitor's proprietary formats and assure continual compatibility between products.

As an enabler to your enterprise, Cameo™ DataHub enhances traceability through all aspects of the business and development lifecycle (requirements gathering, business analysis, design, implementation, testing, etc.). Cameo™ DataHub benefits executive stakeholders, business analysts and developers alike to communicate more effectively independent of specific tools being utilized. A business analyst may use any combination of popular requirements tools such as Cameo™ Requirements+ with multimedia capture capabilities, Rational DOORS, IBM Rational RequisitePro or any other tools supporting CSV to maintain continuous data integrity through automatic synchronization.



Cameo™ DataHub Circle of Interoperability

did not have a single-source solution to lower risks by solving this critical and costly data interoperability challenge.

Cameo™ DataHub is an integral part of No Magic's Cameo™ Suite providing true interoperability to the business and IT market by solving data interoperability

With Cameo™ DataHub, all of the leading requirements offerings in the market may be seamlessly transformed to numerous frameworks and modeling languages in MagicDraw®. Because of the linkage created between design and requirements, updates from requirements-to-design may be automatically performed thereby preventing data ambiguity and ensuring project success.

Business Benefits Overview

Future additions to Cameo™ DataHub will expand its “Circle of Interoperability” to include other mainstream modeling tools as well as mainstream requirements managements tools. It is common to find people within corporate enterprises preferring tools for which they are familiar and have been successful in past projects. In order to maximize reuse of capital (existing licenses of tools) and reuse of knowledge (expertise of tool usage), an organization would be wise in these difficult economic times to reduce costs by reusing what it already has. No Magic with its Cameo™ DataHub product enables this cost-effective approach by providing seamless connectivity between leading requirements and modeling tools. No longer must a team decide on only a one-tool solution. Instead it can use the best-of-breed combination of vendors’ tools and be assured they all work together transparently.

- ✓ Lowers the business risks to near zero for both current and future projects by ensuring your data will always be accessible
- ✓ Easier understanding and editing of artifact dependencies via a visual schema mapper
- ✓ Automatic monitoring of ongoing changes that may affect artifacts from either requirements or design
- ✓ Associates and synchronizes tool data - may initiate synchronization either manually or automatically as configured on a per-tool basis
- ✓ Reduces the cost of maintaining consistency
- ✓ Data synchronization for multiple vendor requirements management tools without requiring their being resident in memory or even running on the same platform

The image displays a screenshot of the Cameo DataHub Explorer interface, which is a central hub for managing data across different tools. The interface is divided into several panes:

- Microsoft Excel:** A window showing a spreadsheet with a green arrow pointing from the Excel data into the DataHub Explorer.
- Rational DOORS:** A window showing a list of requirements, with a blue arrow pointing from the DOORS data into the DataHub Explorer.
- RequisitePro:** A window showing a list of requirements, with a blue arrow pointing from the RequisitePro data into the DataHub Explorer.
- Business Process Diagram:** A central pane displaying a flowchart with nodes like "Receive Credit Report", "Check Credit", and "Include Apology Text".
- Internal Objects:** A pane on the right showing a list of objects and their relationships.
- Case DataHub Explorer:** A pane on the left showing a tree view of data sources and their connections.

The MagicDraw logo is visible at the bottom center of the interface.

Cameo™ DataHub Keeps Data In Sync Between Excel, DOORS and RequisitePro

Beneficial to Roles Across the Enterprise

Executive Stakeholder	<ul style="list-style-type: none">✓ Reduced costs of TCO due to automated consistency monitoring of requirements✓ Implicit linking of the business organization to the engineering organization✓ Better ROI due to ability to utilize existing legacy tools✓ Migration path from simpler requirements tools (Excel) to more advanced tools
Requirements Manager	<ul style="list-style-type: none">✓ Ensures data integrity across different vendor repositories✓ Provides visibility to better determine project stability✓ Less time spent on product training due to better utilization of legacy tools✓ Powerful reporting that indicates areas of concern or missing data
Business Analyst	<ul style="list-style-type: none">✓ Ensures the analysis model complies with the scope of requirements✓ Improves analysis process and requirement coverage✓ Automated feedback for clarification of requirements from implementation team
Architect	<ul style="list-style-type: none">✓ Enables validation and verification providing insight into how the architecture artifacts relate to the business requirements✓ Streamlines the process from requirements analysis to architecture by automatic alerting of mismatched entities
Developer	<ul style="list-style-type: none">✓ Direct traceability from each requirement to the respective design artifact✓ Provides automated alerts of changes to requirements enabling subsequent impact analysis
Tester	<ul style="list-style-type: none">✓ Ensures each test case fulfills associated requirements and models by explicit tracking mechanism✓ Allows automatic tracking of test cases generated directly from requirements tool

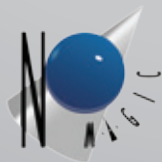
About No Magic, Inc.

No Magic, for over 14 years a leading provider of business process and architecture modeling solutions with its MagicDraw® and Cameo™ product lines, supports the full life-cycle from the requirement and planning process through final testing with award-winning, OMG standards-compliant software that quickly architects and models your organizational structure, business processes, applications, information and technology.

No Magic also has extensive training and consulting expertise in:

- ✓ Requirements Management
- ✓ Interoperability Verification
- ✓ Regulatory Compliance Automation
- ✓ UML®
- ✓ BPMN
- ✓ SysML
- ✓ UPDM/DoDAF/MODAF
- ✓ Model Driven Development (MDD) & Model Driven Architecture (MDA)
- ✓ Unit testing
- ✓ Data modeling

www.cameosuite.com



No Magic, Inc.

7304 Alma Drive, Suite 600

Plano, Texas 75025

Phone: (214) 291-9100

Fax: (214) 291-9099

E-mail: sales@nomagic.com

Web: www.nomagic.com