

## **iGrafx<sup>®</sup> and LEADing Practice<sup>®</sup> announce strategic partnership, raising the bar by setting new standards in Business Process Modeling**

**iGrafx to integrate LEADing Practice reference frameworks and methodology into software suite.**

**Tualatin, OR.** — November 12, 2013 – iGrafx<sup>®</sup>, a global provider of business process management and analysis solutions and LEADing Practice<sup>®</sup>, the fastest growing open community of enterprise modeling and enterprise architecture frameworks announced today a strategic partnership that enables iGrafx to enhance their process and enterprise modeling capabilities with LEADing Practice process, value and information modeling frameworks and methods, including extended BPMN modeling capabilities. The modeling principles developed by LEADing Practice are based on research conducted by the Global University Alliance.

Through the partnership, and by incorporating extended BPMN modeling, iGrafx users have the ability to create more specific models of their business processes than by using standard BPMN 2.0, and better communicate and measure how business processes and activities support strategic business objectives. With an extended palette of BPMN task and object types, iGrafx modeling capabilities are enhanced to support Service modeling, Business Rules modeling and performance measurements and reporting.

The LEADing Practice eXtended BPMN, an extension to the Business Process Modeling Notation version 2.0, enables iGrafx users to distinguish between manual and automated tasks, differentiate manual services from automated services to enable Service Modeling, and specify where business rules apply to support Business Rules Modeling. In addition, linkage between strategies, business competencies and resources to business process activities allows users to more clearly model and monitor Key Performance Indicators (KPIs), Process Performance Indicators (PPIs) and Service Performance Indicators (SPIs), to facilitate decision making at the strategic, tactical and operational levels.

“By incorporating LEADing Practice’s approach to process, value and information modeling, iGrafx provides a competitive advantage to our customers not seen in the market before. This partnership will allow us to build a bridge between strategy and operational execution and bolsters our ability to deliver value to our clients,” explains Ken Carraher, CEO of iGrafx.

“iGrafx modeling solutions provide their users with a level of added value that is currently unrivalled in the market. With this partnership, iGrafx is making a quantum leap in advanced modeling that translates into a meaningful benefit for iGrafx customers,” said Henrik von Scheel, CEO of LEADing Practice.

Professor Mark von Rosing, Head of the Global University Alliance adds, “Our years of research in the field led to the development of LEADing Practice and the extended BPMN notation. We are pleased to see the availability of a solution that supports the needs of enterprise modeling, which have gone unanswered for quite a long time.”

The new modeling capabilities are available in the iGrafx 2013 software version.

iGrafx and LEADing practice are producing a series of executive webinars that explain how LEADing principles, in combination with iGrafx technology, assist companies in innovating and transforming their business.

Recordings of the webinar series are available at the iGrafx website:

<http://www.igrafx.com/resources/webinars>

### **About iGrafx**

iGrafx process management and analysis solutions empower organizations to achieve maximum performance. iGrafx captures and communicates the alignment of strategy, people, processes and technology, and unites the entire organization around delivering business value. iGrafx delivers strategic and operational decision support to enable our customers to become and remain world class competitors.

For over 20 years, iGrafx products and services have been helping companies of all sizes across the globe manage their processes and optimize their business.

For more information: [www.igrafx.com](http://www.igrafx.com)

### **About LEADing Practice**

The fastest growing open standard and open source community, LEADing Practice is dedicated to developing Enterprise Modeling and Enterprise Architecture Frameworks and is supported by the second largest certified community of +2500 practitioners.

LEADing Practice frameworks are based upon university research, international standards and a wide range of best practices and leading practices that have been integrated and standardized into 10 frameworks, 6 methods and 4 approaches.

Recognized as a paradigm shift within the global business and IT community, the open standards have been adopted by most of the Fortune 500 companies and is integrated into software solutions such as SAP® (ASAP Methodology), IBM® Rational®, iGrafx® and Software AG® (Aris®).

For more information: [www.leadingpractice.com](http://www.leadingpractice.com)

### **About Global University Alliance**

The Global University Alliance is an international non-profit organization, whose aim is to provide a collaborative platform for academic research, analysis and development in Enterprise Modeling and Enterprise Architecture. The Alliance focuses on exploring existing leading practices and best practices as well as to create new practices where gaps exist.

For more information: [www.globaluniversityalliance.net](http://www.globaluniversityalliance.net)

### **Press Contact Information:**

iGrafx  
September Danforth  
503-404-6030  
[www.igrafx.com](http://www.igrafx.com)

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