New Announcement
- Sparx Systems Enterprise Architect
To Feature *BABOK* ® *Guide v3* Reference Model

Strategic alliance with IIBA® aims to deliver a collaborative enterprise model for Business-IT benefits

Creswick, Australia November 4, 2015

Leading UML modeling and lifecycle platform developer Sparx Systems has formally entered into a strategic alliance with the International Institute of Business Analysis™ (IIBA®) following the signing of a Memorandum of Understanding (MOU). Sparx Systems produces the agile, full lifecycle modeling tool Enterprise Architect, a platform that accelerates and integrates software, business and systems development.

It is intended that the strategic alliance provides support, products, services and connections to practitioners and their organizations to help deliver better business outcomes.

Initial developments towards incorporating *BABOK® Guide v3* into the Sparx Systems modeling/ lifecycle platform Enterprise Architect, are underway and will be showcased to the business analysis community this week at the Building Business Capability (BBC™) conference in Las Vegas, the official conference of IIBA®. Senior representatives of Sparx Systems will be providing demonstrations of the prototype reference model, while gaining valuable feedback and comments from the business analysis community.

"Sparx Systems is sharing in a unique and exciting global market with IIBA®, where challenge and opportunity are accepted in equal measure," said Ken Harkin, Global Business Development Manager, Sparx Systems. "We look forward to strong value to the business community through open sharing of knowledge and ideas to improve products and services for the benefit of all our stakeholders."

The common commitment between the organizations reflects an increasing recognition of the profile and value of Business Analysis and complementary professions and their important role in helping organizations achieve better business outcomes.

"In order to expand the reach of BA professionals and the association, we are connecting beyond our own community to support the evolution of the role and impact of business analysis," said Stephen Ashworth, President and CEO of IIBA®. "Bringing together Sparx and IIBA® will ensure the integration of an industry knowledge base, thought leadership across the different specialties and an expanded portfolio of products and services."

Increased Value of Business Analysis
Sparx Systems and IIBA are committed to forging value-added relationships with corporations, associations and business stakeholders to create greater connections and engagements across the business analysis community. "This collaboration will offer our Members and the BA community increased value, support and connections," said Stephen Ashworth, President and CEO of IIBA®.

Envisioned outcomes of the MOU include:
· Development of a *BABOK® Guide v3* Reference Model within Enterprise Architect
· Support for business analysis and related practices through IIBA® Chapter events
· Joint approach to access new networks and relationships with other markets
· Engagement of academic institutions through outreach and research programs

About IIBA®

IIBA® is the non-profit professional association serving the growing field of business analysis. As the voice of the business analysis community, IIBA® supports the recognition of the profession and works to maintain standards for the practice and certification. Through a global network, IIBA® connects over 29,000 Members, over 115 Chapters and over 240 Corporate Members to unite a community of professionals to create better business outcomes. In November 2014, IIBA® launched a new strategic plan, which includes two key pillars that support greater engagement with the corporate community and a network of complementary associations. www.iiba.org Interviews and quotes are available.

About Sparx Systems

Sparx Systems is a global software company specializing in high performance visual modeling platforms for planning, designing and constructing software-intensive systems. Sparx platforms are used by systems designers, corporate planners, business analysts, enterprise architects, standards developers and software engineers. Sparx modeling software is widely used in finance, defense, government, aerospace, automotive engineering, geospatial, entertainment, health, smart grid, aviation, retail and telecommunications. Over 80 per cent of Fortune 100 companies have licensed Sparx Systems flagship modeling platform Enterprise Architect.

In the past decade the Sparx user-base has grown from 30,000 to more than 360,000 individuals worldwide. Sparx Enterprise Architect provides robust support for team-wide collaboration, and can scale up from single-user deployment to teams with dozens or even hundreds of collaborators - including remote collaborators. Sparx software is price competitive even when deployed across the entire development team. First developed in 1998, the Sparx Systems' Enterprise Architect modeling platform was commercially released in 2000, and has enjoyed more than 15 years continuous development and growth.

www.sparxsystems.com

Media Enquiries:

Sparx Systems Pty Ltd.
Scott Hebbard
Communications Manager
marketing@sparxsystems.com

IIBA®
Kristina Fixter
Director, Communications and Events
905-487-8023
Kristina.fixter@iiba.org