

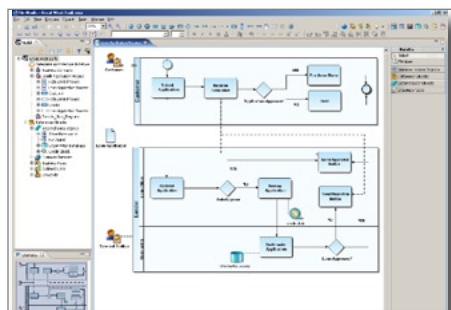


Embarcadero® EA/Studio™ Business Modeler Edition is a tool for creating a graphical representation of your business from the core concepts that describe the business, to the processes that detail how your business operates. EA/Studio allows you to easily model your business processes and how those processes use data. EA/Studio Conceptual Modeling provides an intuitive way to outline subject areas and concepts that can then drive the creation of detailed data models.

- Business Process Modeling based on the BPMN standard
- Conceptual modeling for top-down database design
- Align technology with business goals
- Compliance with government regulations

### BUSINESS PROCESS MODELING BASED ON THE BPMN STANDARD

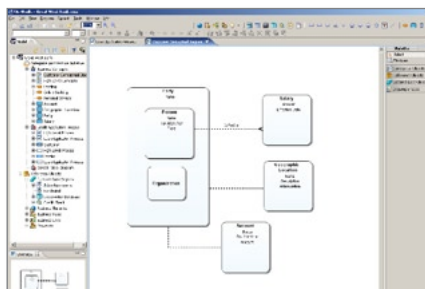
With EA/Studio, companies can easily document and understand their present day business processes, making it easy to examine, analyze, and recommend changes. After analysis, companies can then use EA/Studio to design and codify changes to processes, and even manage and communicate interim processes used to affect those changes.



Create simple, semantically rich business process models

### CONCEPTUAL MODELING FOR TOP-DOWN DATABASE DESIGN

Using the conceptual modeling capabilities in EA/Studio, it is easy to create a high-level visual representation of your business. This easily-understood model will help you get buy-in and clarification on requirements as you begin your top-down database or business process design.



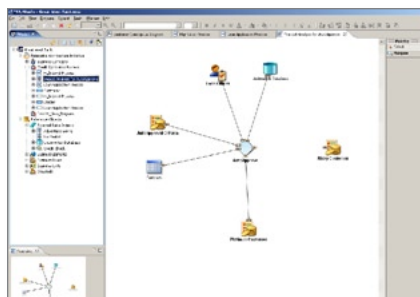
Clarify and document your core business concepts

### ALIGN TECHNOLOGY WITH BUSINESS GOALS

By modeling the relationships between business processes and their underlying data, companies are better able to take advantage of their technology. EA/Studio makes it possible to do things such as identify all business processes that modify customer data, or determine which business users will lose productivity when a system outage occurs.

### COMPLIANCE WITH GOVERNMENT REGULATIONS

Tying together an understanding of business processes, what sensitive data elements they interact with, and what individuals are involved is a key element in reaching compliance with government regulations such as Sarbanes-Oxley, HIPAA, or Basel II. With EA/Studio, both business and technical users can work together to assure the business meets appropriate government regulations.



Visually model and analyze the relationships between your processes, data, and people

### Related Products

#### ER/Studio®

A model-driven data architecture and database design solution.

#### Embarcadero® All-Access™

Instant access to the languages, tools, and technologies to design, build, and run your software applications and database systems.

Features	Description
<b>EA/Studio</b>	
<b>Conceptual Modeling</b>	
Conceptual Model Creation	Support for high-level conceptual modeling using elements such as subject areas, business entities, interactions, and relationships
Relationship Traceability	Model links between any conceptual or process modeling elements allowing you to trace relationships between models
Conceptual Model Export	Conceptual models can be exported to Embarcadero ER/Studio to become the foundation for creating ER/Studio logical data models
<b>Business Process Modeling</b>	
Process Model Creation	Support for straightforward process modeling that uses standard elements such as sequences, tasks, swimlanes, start events, and gateways
BPMN Compliance	Optional automatic validation of process diagrams to ensure compliance with the BPMN specification and prevent the addition of non-compliant modeling elements
Embedded Sub-process Support	Independent sub-processes and embedded collapsible sub-processes can be included within a business process to allow for maximum flexibility in diagramming, while still ensuring a workable visual diagram
<b>Impact Analysis Reporting</b>	
Multi-object, Multi-level Reporting	Impact analysis reports can be generated to show interrelationships between process, data, stewardship, business rules, diagram usage, heritage, connecting objects etc.
Report Filtering	Impact analysis reports can filter based on type of relationship, object type, or text strings including wildcard matching
<b>Usage (CRUD) Reporting</b>	
Link Processes with Data	The relationships between business processes and data objects can be modeled to identify what processes create, read, update, and delete data objects
CRUD Reporting	CRUD reports identify which processes affect which data, and what affects they have. Reports are available in a straightforward spreadsheet view.
Report Filtering	Reports can be shown across object types, or can be filtered based on individual object type such as tasks, or business processes, allowing users to drill down based on specific requirements
<b>Business Artifact Modeling</b>	
External Data Objects	Support for data objects which are general data storage constructs that can represent databases, file systems, or other data storage mechanisms
Business Elements	Capture business terms that can later be used to enforce naming standards or as the foundation of logical data models
Business Rules	Incorporate policies, practices or formulas related to business processes as part of the process model elements and metadata
Business Units	Create and incorporate business units into process models such as sales, human resources, or accounting
Stewardship	Support for inclusion of organizational roles such as 'DBA' or 'Sales Manager' to incorporate ownership for specific processes or tasks
Links	Create generic associations between any object for impact analysis and CRUD reporting
<b>Powerful and Intuitive User Interface</b>	
Organizational Hierarchies	EA/Studio allows you to organize your information to align with your business strategy, allowing for a Project-based tree hierarchy which can group multiple model types and diagrams into intuitive projects to allow for alignment with business initiatives or organizations.
Flexible Interface	Full support for multiple property editors, tab based navigation, undo-redo, collapsible nested tree views, zoom based navigation, and keyboard shortcuts
Grid Editing	A table-based alternative to the hierarchical tree view, grid editing allows the display of large numbers of objects or business rules in an easy to read format
Publish Models to Web	Automatically generate HTML views of your models to share with other people in your organization
<b>Import/Export</b>	
Easily Share Information Across Multiple Roles and Formats	EA/Studio makes it easy to share process models among a broad range of user groups by exporting them into a wide variety of supported formats including xml, csv, html, pdf, rtf, and jpeg
ER/Studio Import/Export	Import and export Embarcadero ER/Studio models for use as data assets or Conceptual diagrams
Visio Import	Configurable import capabilities let you import diagrams from Microsoft® Visio®
<b>Robust Architecture</b>	
Separation of Data and Display	EA/Studio is based on a robust metadata foundation that allows core data to be manipulated and displayed in a variety of formats, without requiring a "picture" or diagram, speeding performance and increasing knowledge transfer across multiple constituencies
Object Reuse	Core process and enterprise objects can be reused across multiple diagrams, allowing for a "single version of the truth" across the organization
Standards-based	EA/Studio is based on industry standards: Eclipse-based, XML file formats with published Schema, and BPMN modeling notations

<b>System Requirements</b>		
• CPU: 1.2 Ghz	• Disk Space: 500 MB	• Video: SVGA (2 MB) High resolution monitor (1024 x 768 or higher) with high color (16-bit)
• RAM: 512 MB		

Download a Free Trial at [www.embarcadero.com](http://www.embarcadero.com)

Corporate Headquarters | Embarcadero Technologies | 100 California Street, 12th Floor | San Francisco, CA 94111 | [www.embarcadero.com](http://www.embarcadero.com) | [sales@embarcadero.com](mailto:sales@embarcadero.com)